

# LIFE

MOVIES' \$3 MILLION ITALIAN DOLL  
OUR NEED FOR SMALLER ATOMIC ARMS  
BY COMMISSIONER THOMAS E. MURRAY  
OUR SPIRITED ANCESTORS: THE CELTS



SOPHIA LOREN  
STEPS INTO HOLLYWOOD

20 CENTS

MAY 6, 1957



# Contented... his doctor recommended Carnation



COPR. 1957, CARNATION CO.

8 out of 10 mothers who feed their babies a Carnation formula say: "My doctor recommended it"... You can trust Carnation.

It's the safest, most nourishing and digestible form of milk for your baby's formula. More mothers feed Carnation to their babies than any other brand. And more Carnation is used in hospital formula rooms throughout the world than *all other brands combined!* Prepared formulas that claim to be complete are expensive compared to Carnation—accepted standard for infant feeding. Ask your doctor about Carnation...*the milk every doctor knows.*



SEND FOR THIS VALUABLE BOOKLET, "You and Your Contented Baby." 64 authoritative pages on prenatal and postnatal care, offered at no cost to mothers and expectant mothers. Address Mary Blake, Carnation Co., Dept. LM-57, Los Angeles 19, California.



"from Contented Cows"



## RING OF FUTURE

Identifies service station men as forward-looking. Their business has grown many fold in the past few years and will continue to grow in the future.

Today, service stations are an important part of America's daily life . . . an important part of the oil industry . . . and important to your car's well being.

## LINE OF FRIENDSHIP

Labels men who like people. Warm, friendly men who believe in being helpful. Men you can count on, day in and day out, to do the best job possible for you.

## LINE OF TRUST

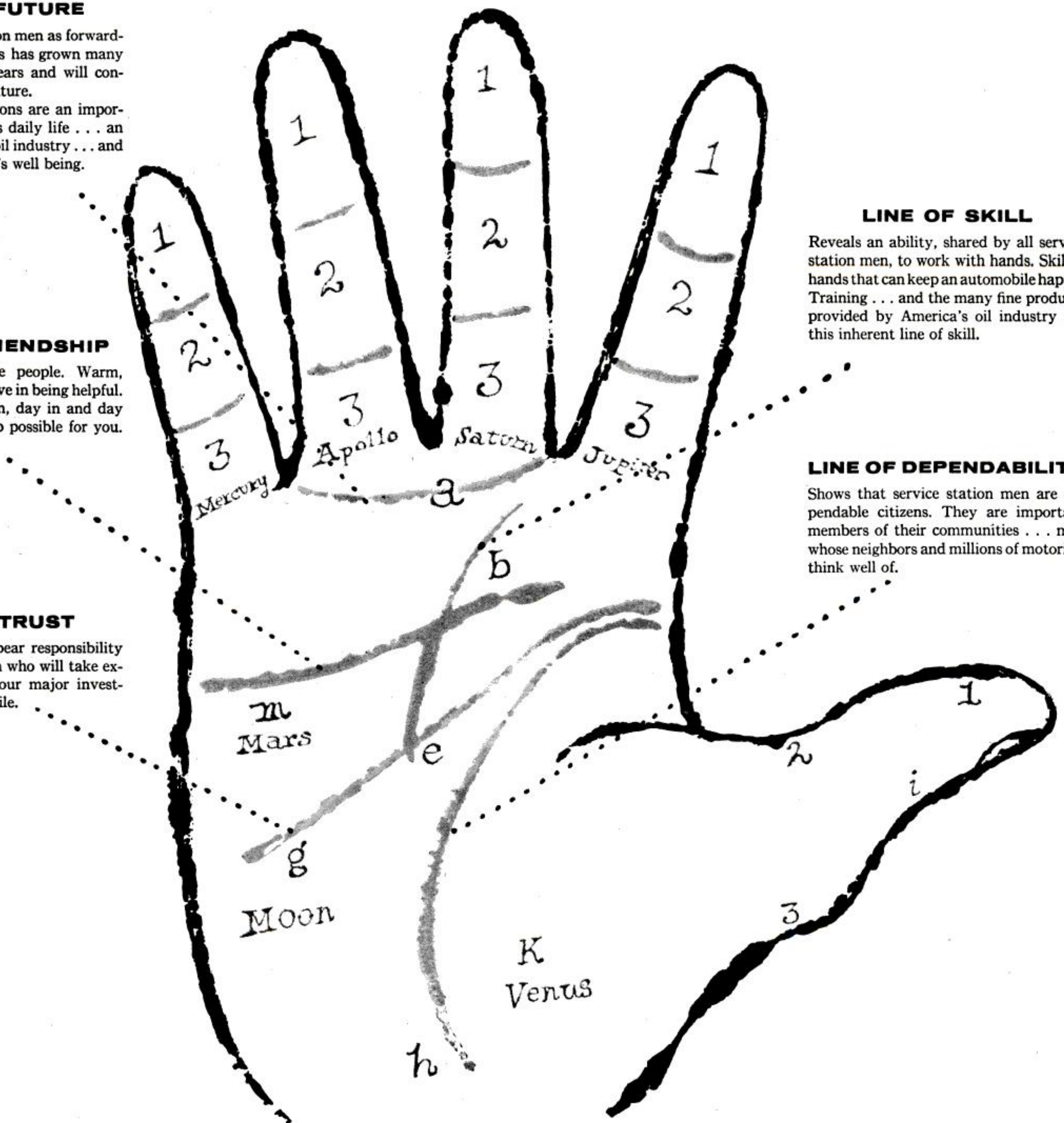
Marks the men who bear responsibility well. Trustworthy men who will take expert care of one of your major investments—your automobile.

## LINE OF SKILL

Reveals an ability, shared by all service station men, to work with hands. Skilled hands that can keep an automobile happy. Training . . . and the many fine products provided by America's oil industry aid this inherent line of skill.

## LINE OF DEPENDABILITY

Shows that service station men are dependable citizens. They are important members of their communities . . . men whose neighbors and millions of motorists think well of.



# Over 200,000 just like it!

You'll find men with these qualifications ready to help you, and every motorist, on every highway and byway throughout America.

Knowing that experienced and friendly help is as near as the next service station makes modern motoring a carefree pleasure.

America's service station teams give today's motorist the road-long reassurance that he never drives completely alone.



**ETHYL CORPORATION**  
NEW YORK 17, N. Y.

Manufacturers of "Ethyl" antiknock compound—used by oil companies everywhere to improve their gasoline.

This One



BED0-5DH-BF66



## Impressive show of force

The U.S. puts on a so-far effective show of force in behalf of a tiny but strategic kingdom violently threatened by Communist subversion.



JORDAN COP IN ACTION

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## Socko success for Sophia

A Neapolitan urchin who grew into a voluptuous cover girl comes to Hollywood with the biggest financial deal ever landed by an imported star.



SOPHIA LOREN

137

## Celts, Western ancestors

LIFE concludes its 10-part "Epic of Man" with an account of the Celts who bequeathed an inquisitive and poetic spirit to Western man.



CELTIC CHIEFTAIN

96

## New look at nuclear policy

A significant change in U.S. nuclear weapons policy is demanded by an AEC commissioner who sees defeat if U.S. relies too much on H-bombs.



COMMISSIONER MURRAY

181

## The busy Budapest four

Longhair music finds a wide U.S. audience as the world's most famous string quartet plays its chamber music in colleges, museums and gyms.



VIOLINIST BUNDLES UP

161

## Display by a Rockefeller

A worldwide collection of art which goes back 22,000 years is put on display as Nelson Rockefeller's Museum of Primitive Art opens in New York.



MUSEUM ARTIFACT

119

### COVER

Italy's Sophia Loren, whom LIFE showed in 1955 as Europe's No. 1 cover girl, now appears as Hollywood's No. 1 foreign import, walking through the grounds of her Los Angeles hotel (see pp. 137-144)

### THE WEEK'S EVENTS

The Eisenhower Doctrine for Middle East peace gets a tryout in Jordan crisis

A Look at the World's Week

Ice gives Lake Superior ore ships worst time in 50 years

Reds snap up a state in India

College students provide surprise rise for a rocket

A committee nominates five immortals for U.S. Senate

New York observes World Trade Fair with fireworks

### EDITORIAL

Step toward law for Suez

### PICTORIAL ESSAYS

Forebears of the West: the Celts, who dominated Europe for four centuries, left a deathless heritage to the English-speaking world. Concluding "The Epic of Man."

Text by Lincoln Barnett. Paintings by Simon Greco.

Photographs by Dr. H. Zinram and Larry Burrows

A box-office bambina, Sophia Loren, in the U.S. at the peak of her busy career

### ARTICLE

Reliance on the H-bomb and its dangers—AEC official argues for smaller nuclear arms to avoid "slow defeat."

By Thomas E. Murray

### MILITARY AFFAIRS

U.S. Army missile unit wins friends in Italy

### ANIMALS

Squirrel leads soft life as a Texas pet

### MOVIES

How to play Keaton by Buster in person

### EDUCATION

The sexes are reversed as Jersey City school teaches domestic arts

### ART

A prime accumulation of primitive art

### CLOSE-UP

Some champagne for the folks from Lawrence Welk

### BOOKS

The throes and woes of Writer Philip Wylie

### BUSINESS

Mighty mole chews a hole

### MUSIC

It's chamber music time across the land with Budapest Quartet

### ENTERTAINMENT

A violent and unexpected tiger act

### PARTY

A grand ball serves charity and French-American relations

### OTHER DEPARTMENTS

Speaking of Pictures: Currier & Ives in old ads

Letters to the Editors

Sequel: expensive shoe fad becomes a cheaper style

Miscellany: liberties with a lady

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; F.P.G., FREE LANCE PHOTOGRAPHERS GUILD; INT., INTERNATIONAL; U.P., UNITED PRESS; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE,  
MAY 6, 1957

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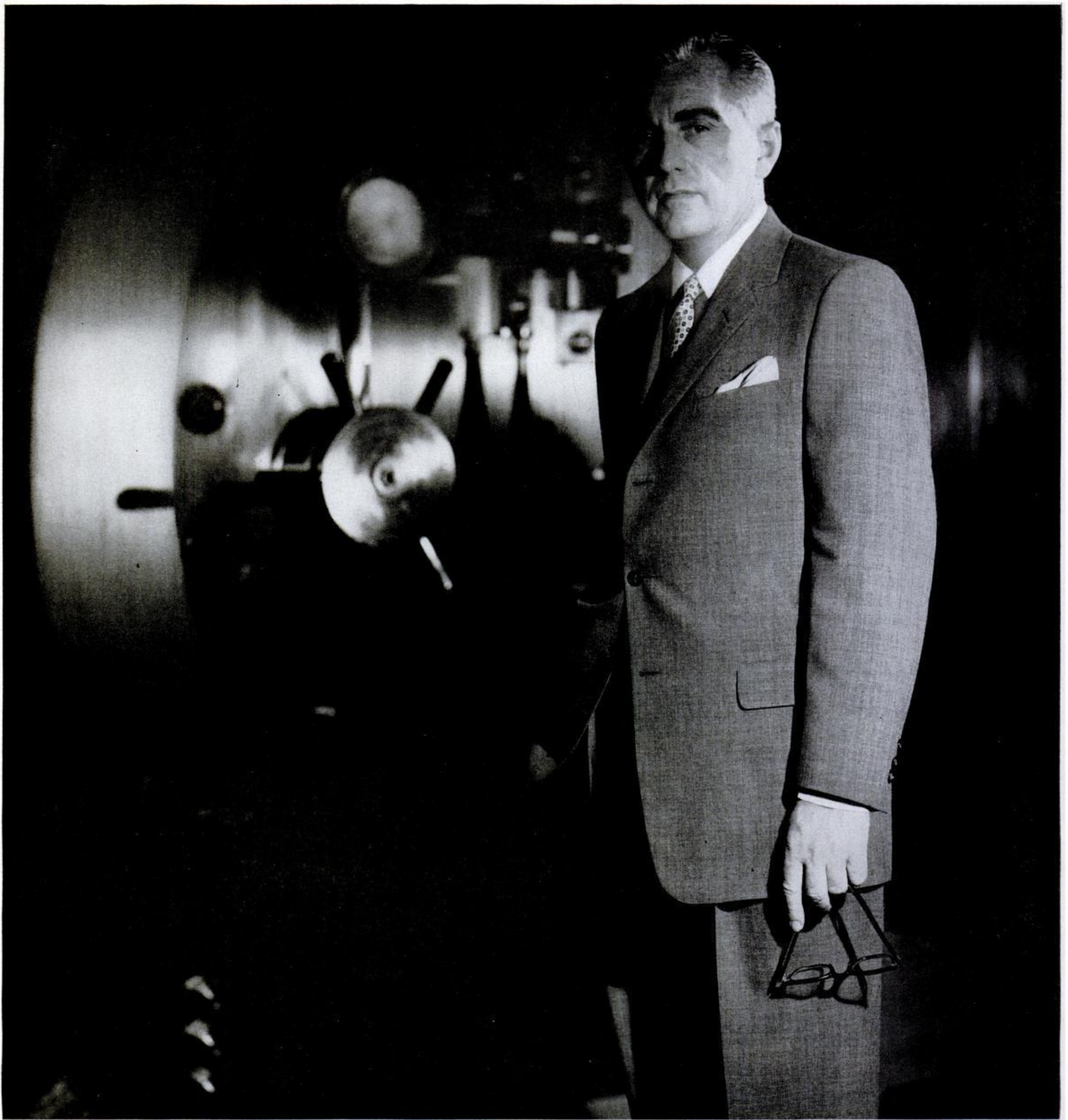
## How to get Dad to take more pictures of the kids

**Problem:** Dad means well. He really does. He knows the kids are growing like weeds. Time and time again, he's said to you, "We've got to take more pictures." But he never seems to get around to it. Maybe it's because taking pictures with an ordinary camera is quite a production.

He's got to shoot up the whole roll before he can take it down to the store to have it developed. Then he's got to wait and wonder. Then back to the store. It's easy to understand why he only takes pictures on Christmas and Easter.

**Solution:** Get him a Polaroid Land Camera. He sees the kids doing something cute, and with this camera, just 60 seconds later there's the finished picture! For both Dad and the kids (you too, Mother) there's no limit to the fun of taking pictures one minute, seeing them the next. And with the new Polaroid Land film—the quality of these pictures is great. He'll not only be taking more pictures of the kids, but better pictures than any Dad on the block. For \$72.75 or only \$1.50 a week you can get him a **Polaroid® Land Camera**





## How to keep cool and look like a million

Get lasting neatness in the same tropical suit that gives you cool comfort. It's easy. Just make your next tropical a blend of 50% or more "Dacron"\* polyester fiber and wool. Suits made in handsome, lightweight blends with "Dacron" hold onto their press and hold off wrinkles, even in damp, muggy weather. And

"Dacron" is strong, too—it adds many wearings to the life of a suit. Good-looking suits made with "Dacron" and wool are available in a broad selection of fabrics, styles, colors and patterns. See them at your favorite store.

\*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, does not make the fabric or suit shown.

**DACRON**  
REG. U. S. PAT. OFF.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



# General Electric Thinline Air Conditioner has no unsightly overhang—inside or out



No matter what kind of windows, wiring, color scheme or budget you have, you can have the cool comfort of a modern General Electric Thinline.

Here's why the ideal air conditioner for your home is the General Electric *Thinline*:

**It fits anywhere.** So compact (only 16½ inches thin) that it fits almost any kind of window. Flush with inside wall, no unsightly overhang outside, takes up ⅓ less space than previous, old-style models.

**It fits any wiring.** Some *Thinline*s work on so little current that there's one to fit the electrical service you already have.

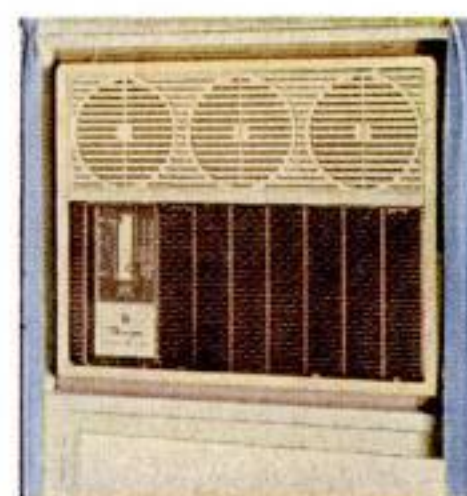
**It fits any color scheme.** Six cheerful spray-on colors blend your Custom *Thinline* models with any décor.

**It fits any budget.** Both the Custom *Thinline* (shown at bottom) and the even lower-priced De luxe model (left) are temptingly priced. So now there's really no reason to do without cool comfort. They come in ½, ¾, 1 and 1½-horsepower models, range from 5500 BTU's\* to 13,350 BTU's.\* Accessories include a *permanent* electronic filter (at extra cost).

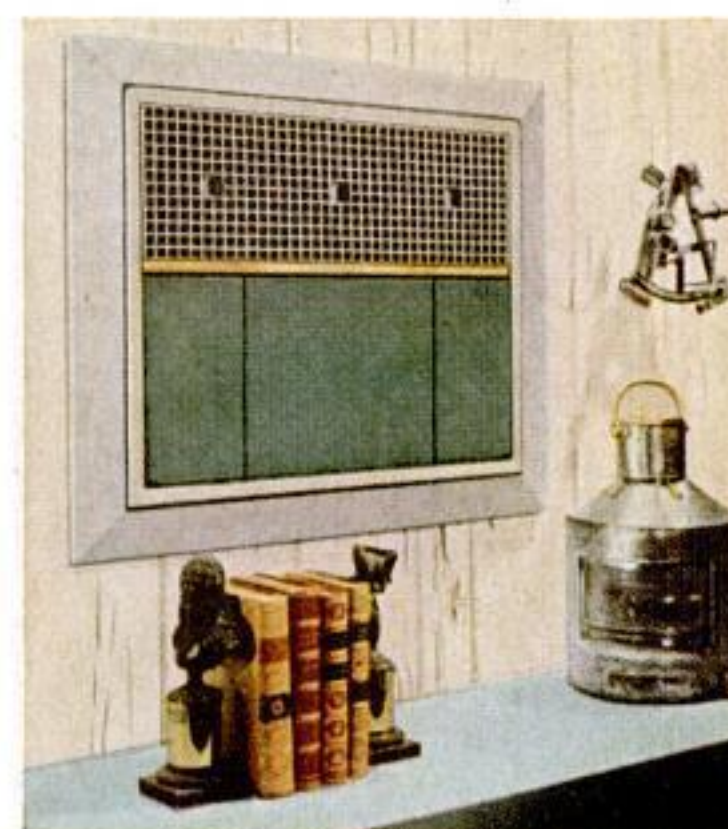
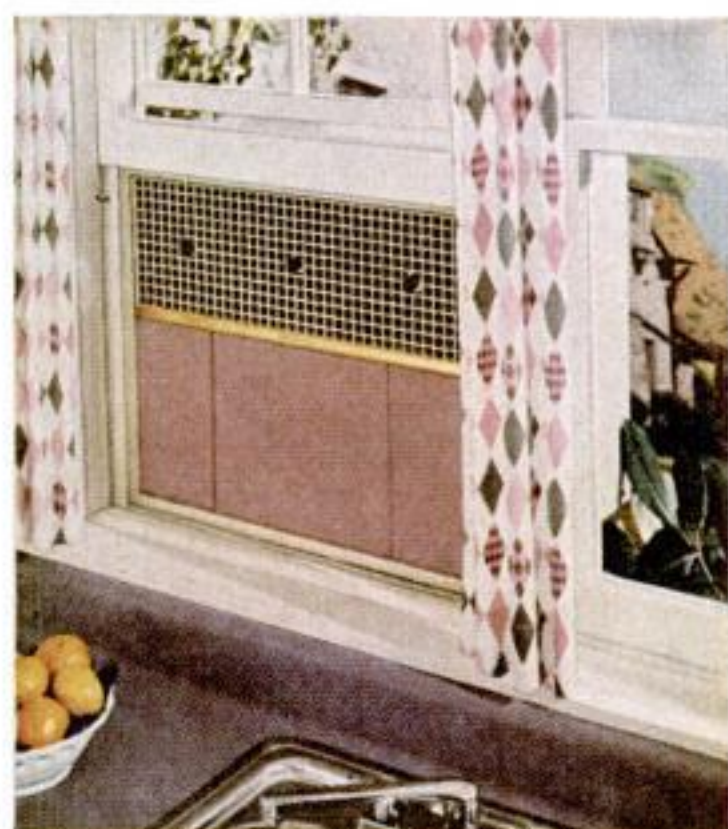
See your General Electric dealer now. General Electric Company, Room Air Conditioner Dept., Louisville 1, Ky.

New 115-volt, 1-HP *Thinline* packs a 9,000 BTU\* cooling capacity. Another *Thinline* works on 7.5 amperes, has a rating of 6600 BTU's.\* Both are De luxe models, at hard-to-resist prices.

\*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).



Only | 16½ | inches thin—takes up ⅓ less space, fits almost anywhere



FITS IN UPPER HALF . . . OR LOWER HALF . . . CAN GO ALL INSIDE OR ALL OUTSIDE . . . IN CASEMENTS . . . OR RIGHT THROUGH THE WALL

There are two General Electric *Thinline* styles—Custom and De luxe. Custom models, shown in four typical installations above, give you a choice of colors.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC





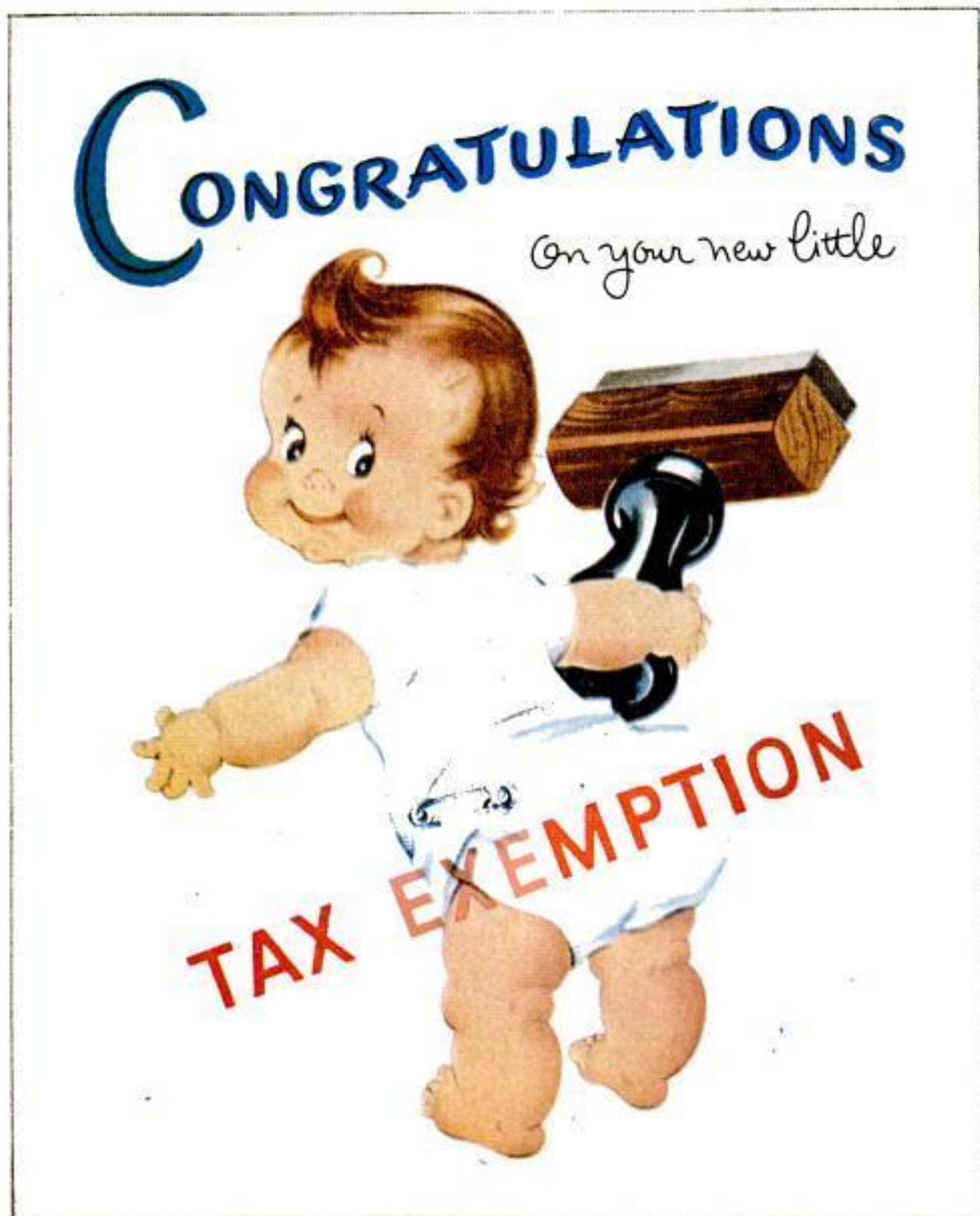
# New Norcross **King-Size** and **Queen-Size** greeting cards...

If your wish is a big one, send Norcross King-Size and Queen-Size Cards. Specially big, to tell someone "I think you're special!" Super-size greeting cards, all one foot high. Exclusive with Norcross!

Birthday, anniversary, get well, new baby... whatever the occasion, you'll find the right Norcross King- or Queen-Size greeting card to say the things you want to say.

See the wide, varied assortment of these unique new Norcross King- and Queen-Size cards in their own convenient racks... now at quality greeting card dealers' everywhere. Someone you know would love to receive one—tomorrow.

**King-Size New-Baby Congratulations.** Unfolds, then unfolds again to more than two feet high, surprise pop-out greeting in center. A sure proud-parent pleaser. \$1.00. 100BC649



100BC649



50AN381



50HB989

SOME BIRTHDAY CARDS FOR YOU!



Now some folks might get one or two And some might get a stack of 'em But golly, you're so wonderful...

50HB987

AW-W-W-W!



Here's hopin' your troubles Will soon be nuttin'...

50CN701

**Queen-Size Anniversary.** Lively, friendly greeting for any married pair. An extra-large remembrance, for just 50¢. 50AN381

**Queen-Size Birthday.** A whole pile of wishes stands out from the center; dozens of greetings in one bright, amusing card, for only 50¢. 50HB987

**Queen-Size Birthday.** Little ladies 18 to 98 will love this saucy birthday advice, five pages, gaily illustrated with colorful cutouts. 50¢ each. 50HB989

**Queen-Size Get Well.** Cheerful Honey Bunny pops out of this card to bring a smile to any sick-a-bed. Price 50¢. 50CN701

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**NORCROSS**  
**GREETING CARDS**  
Say the things you want to say

© NORCROSS, INC.



# MONEY DOES IT!

Starting right now, on a whole series of new policies, **Mutual Of New York** offers you three great ideas in life insurance:



## 1. A reduction in various premium rates!

Starting right now, MONEY reduces its premium rates on "whole life" plans, at adult ages, for policies with a face value of less than \$5,000.

This means more insurance protection for your gross premium dollar. Dividends paid on such policies, of course, make the net cost less than the premium paid.

## 2. Even lower rates on larger amounts of insurance!

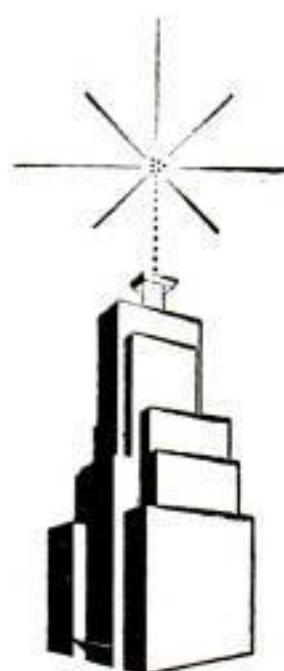
Starting right now, on nearly all types of life insurance for individuals, MONEY offers you discounts on bigger policies with face amounts of \$5,000 to \$10,000, and an even larger discount when the policy is for \$10,000 or more. You save, just as you save when you buy the larger-size packages at your grocery store. For examples of premium discounts, see table on right.

Policy Face Amount	Premium Discount	How much less you pay...	
		in 10 yrs'. premiums	in 20 yrs'. premiums
\$ 5,000	\$1.25 per \$1,000	\$ 62.50	\$125.00
7,000	1.25 per 1,000	87.50	175.00
10,000	2.00 per 1,000	200.00	400.00
15,000	2.00 per 1,000	300.00	600.00
20,000	2.00 per 1,000	400.00	800.00

## 3. A new easy way to pay!

Starting right now, if you have a Regular Checking Account, you can arrange with many banks to have your monthly premium of \$10 or more deducted. With this plan called "MONEY-MATIC," you don't even

have to write the check... MONEY-MATIC does it for you *automatically*! Now you can conveniently *budget* your insurance payments, and it will cost you less than the usual method of paying monthly premiums.



**MUTUAL OF NEW YORK**

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK, NEW YORK, N. Y.

Life Insurance—Accident and Sickness—Hospitalization—Retirement Plans... FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONEY offices are located throughout the United States and in Canada.

**MONEY TODAY MEANS MONEY TOMORROW!**

The new plans, or certain features of them, may not yet be available in all states.

Mutual Of New York, Dept. L-57  
Broadway at 55th Street, New York 19, N. Y.

I would like free information about MONEY policies to meet my needs checked below:

- |  |   |
|--|---|
| <input type="checkbox"/> Family Protection                 | <input type="checkbox"/> Income for my Retirement |
| <input type="checkbox"/> Insurance for my Mortgage         | <input type="checkbox"/> Money for College        |
| <input type="checkbox"/> Insurance for my Wife or Children | <input type="checkbox"/> Business Insurance       |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_  
or Zone \_\_\_\_\_

Occupation \_\_\_\_\_ Date of Birth \_\_\_\_\_

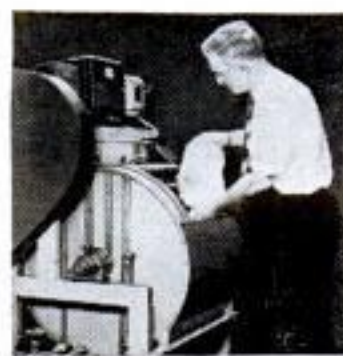




## Sleep cool this summer on "Sanforized"-labeled fitted sheets

Fitted sheets give you cooler, more restful nights. Buy some now for hot, toss-and-turn weather. They stay smooth and fresh, because corners are stitched in. Slip them over the mattress... they *stay* tucked in, *can't* pull out. Makes bedmaking *so* much easier!

TAKE CARE: Not every fitted sheet is a "Sanforized"-labeled fitted sheet... and you just *can't* afford shrinkage. So make sure you see the "Sanforized" label—with your own two eyes!



Every "Sanforized" fabric must pass this rugged shrinkage test: boiled, washed for an hour... checked by the "Sanforized" inspector.

**•SANFORIZED•**  
TRADE © MARK

Cluett, Peabody & Co., Inc. permits the use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



600-mile business trip in 24 hours—without strain!

## The new ***Avis Fly & Drive Ticket***

Step directly from plane to a new car from Avis, automatically reserved for you wherever you land. It's yours for a full day, at least 50 miles of driving—FOR ONLY \$10.

The new Avis Fly & Drive Ticket blends the speed of airline travel with the pin-point scheduling possible only with a rental car at your destination. Now you can make 600-mile business trips in 24 hours without strain. It's all automatic. Your airline agent will include an Avis Fly & Drive Ticket with your air reservation. Cost is only

\$10 and you pay for everything together.

Automatically, Avis reserves a new Ford, or other fine car, at your destination. Without paying another cent you can keep it 24 hours, drive at least 50 miles. Avis pays for your gas, oil, and insurance.

Next trip buy an Avis Fly & Drive Ticket. Do more. Get home sooner, too.



***RENT-A-CAR***

GO FIRST CLASS... ALL THE WAY

184 High Street, Boston 10, Mass.



You can get

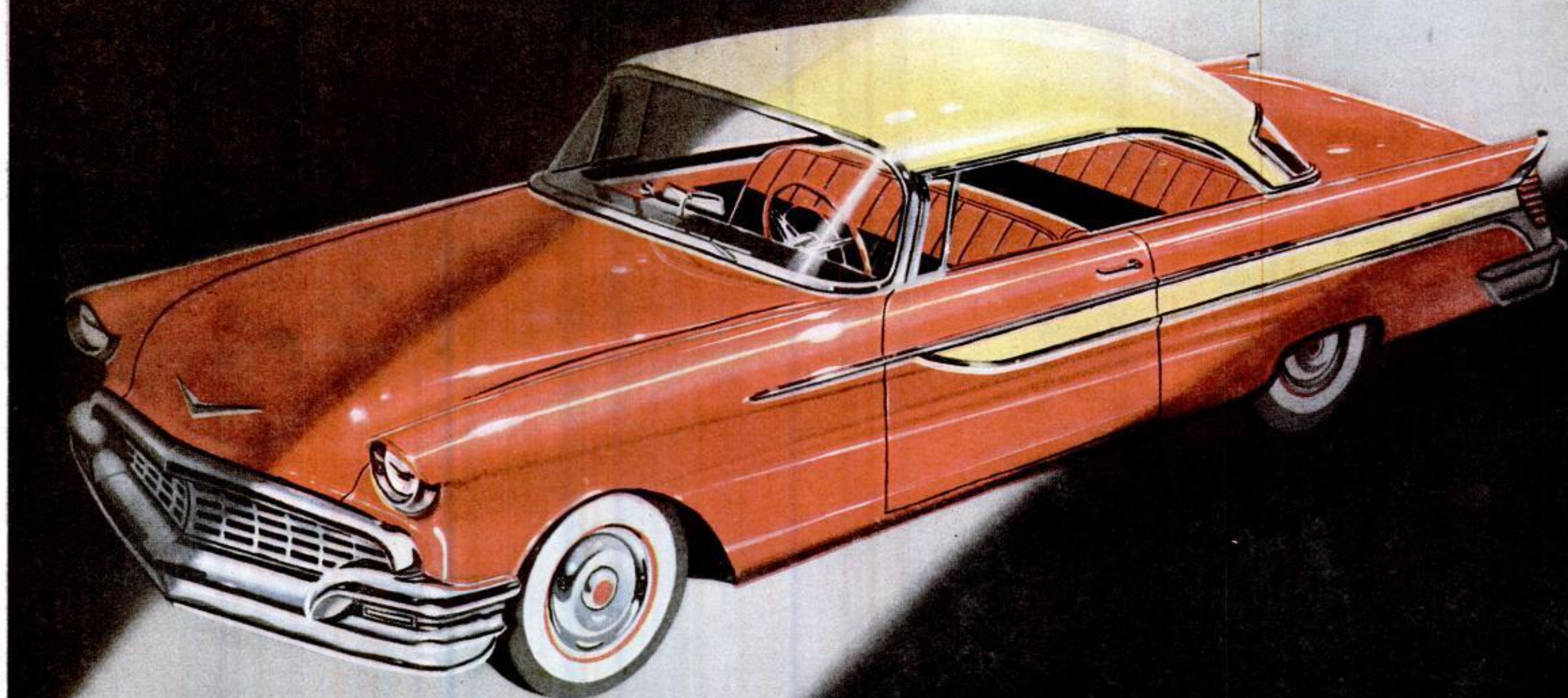
***Avis Fly & Drive Tickets***

from these leading airlines

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Pacific • Capital • Central • Continental • Delta  
• Frontier • Lake Central • Northeast • Northwest •  
Ozark • Piedmont • Southern • Southwest • Trans-  
Canada • Trans Texas • Trans World • United • Western



Now from the leading maker of new car colors...



**COLOR**

**ENRICHING**

# Du Pont No. 7 Polish gives new color brilliance to your car! Faster, easier!

It cleans bright as new . . . makes colors rich as new—it's from Du Pont, *maker of new car colors!*

Just spread on color-enriching Du Pont No. "7" Polish, wipe it off—and see colors sparkle with all the brilliance they were *made* to have. This color-enriching formula is ex-

clusive with Du Pont. Try it and you'll know that only the leading maker of new car colors could develop a polish that brings *your* car colors to life so quickly and easily!

Get color-enriching Du Pont No. "7" Polish wherever auto supplies are sold—regular or new economy size.



**GLOSSMETER PROVES IT**—Color-enriching Du Pont No. "7" Polish restored this dull, weather-worn finish from a low gloss of 51 to a rich gloss of 99—equal to new car color brilliance.



BETTER THINGS FOR BETTER LIVING  
...THROUGH CHEMISTRY

**NEW  
ECONOMY  
SIZE  
SAVES  
YOU**

**50¢**

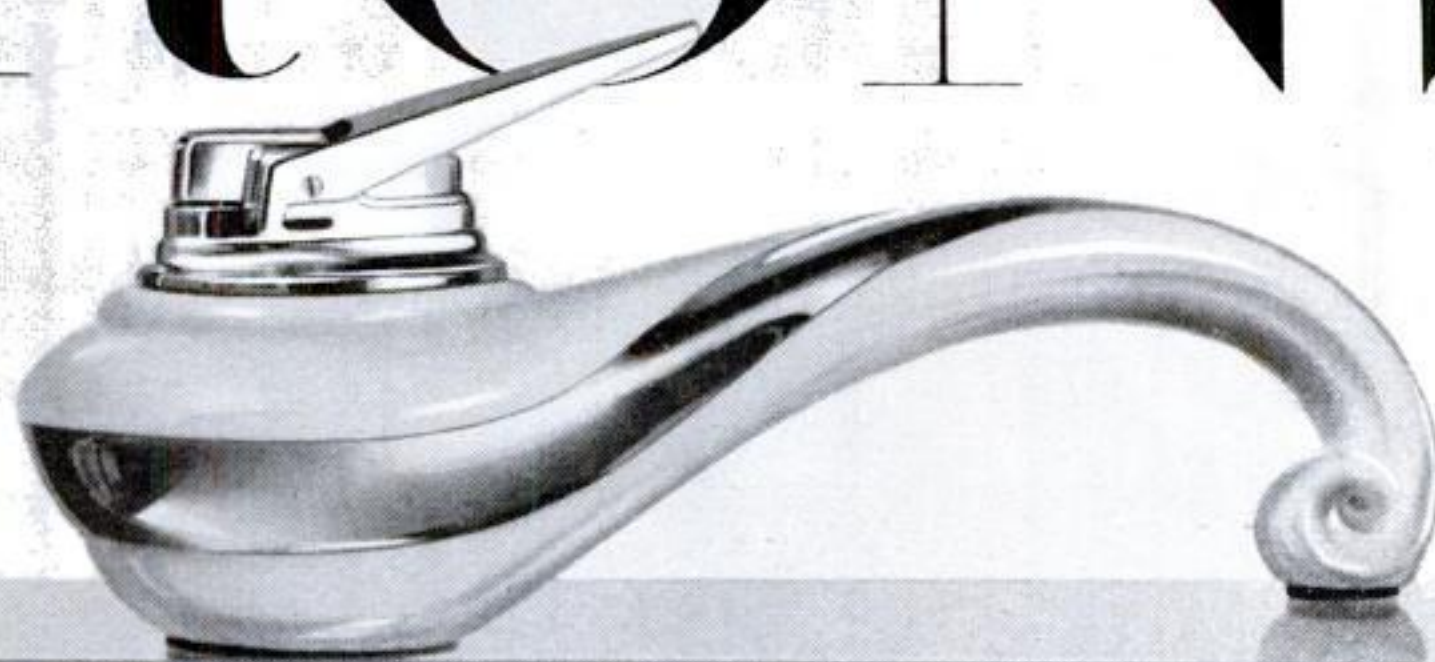
PINT—\$1.25



QUART—\$2.00



# RONSON



FANTASY



CUPID



REGAL



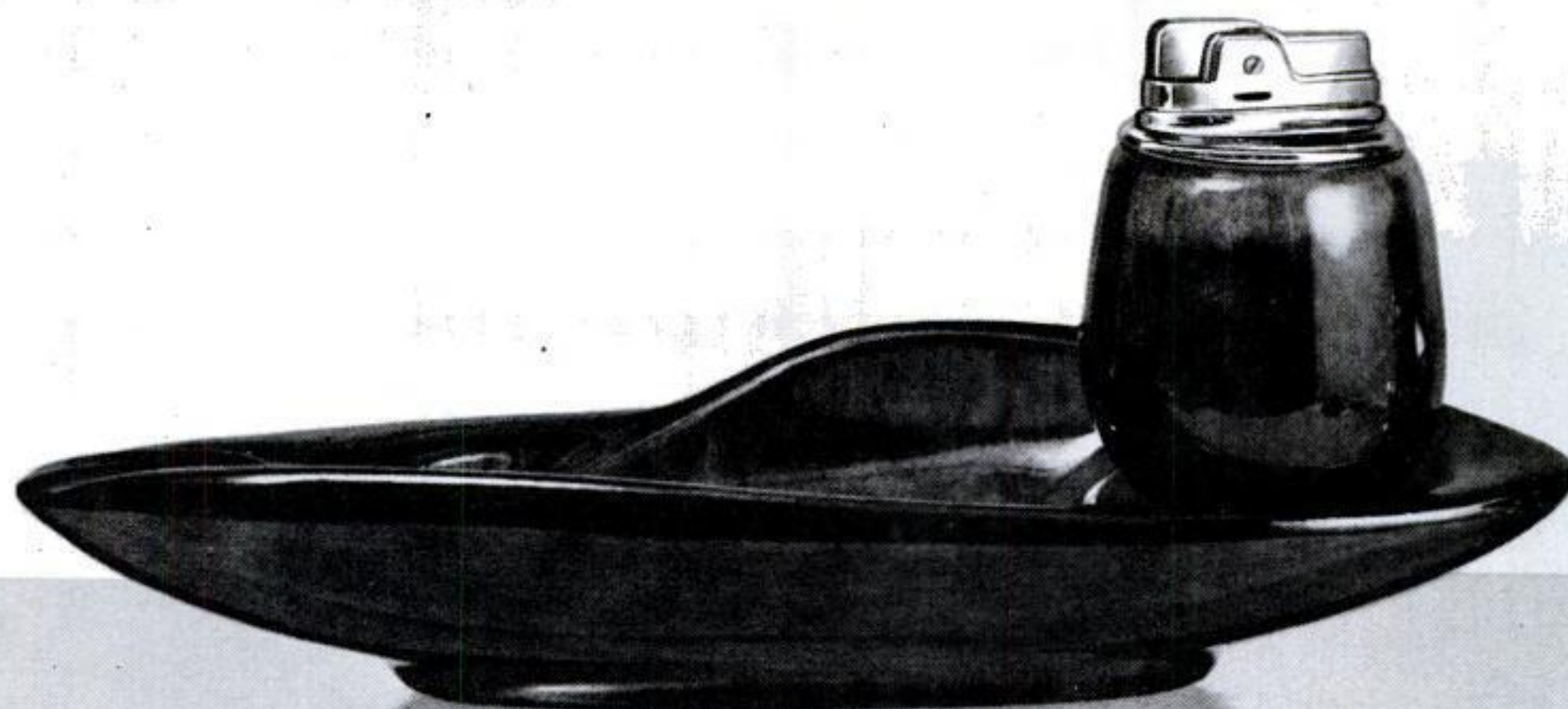
DECOR



QUEEN ANNE



COLONY



TROPICANA



NORDIC

Get \$5<sup>00</sup> for your old lighter  
on a new Ronson Table Lighter\*

First time ever! Ronson gives you \$5.00 for any used Ronson automatic pocket or table lighter, or American-made table lighter, when you buy a *new* Ronson table lighter! It's the smart way to add new

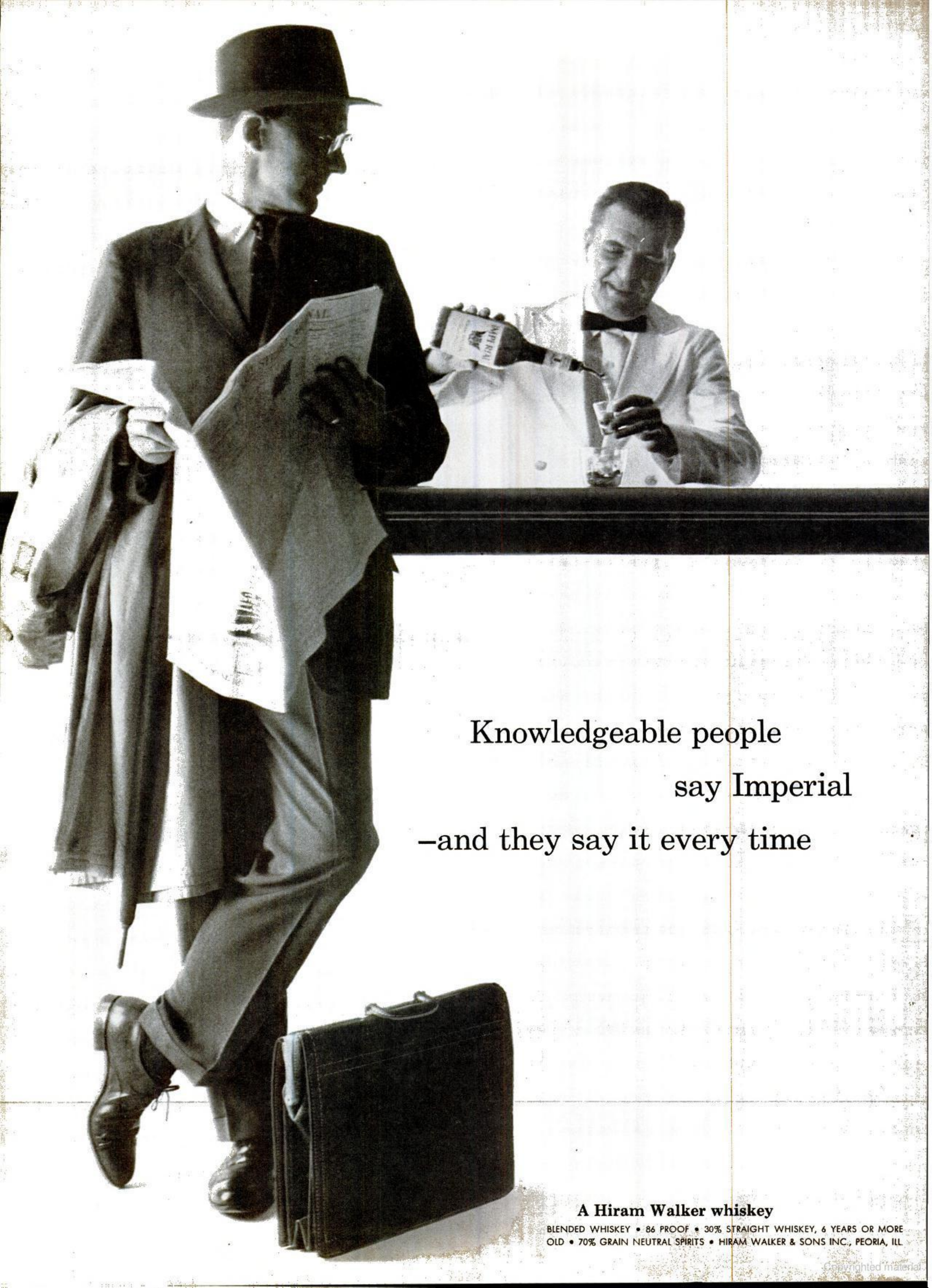
lighter touches to your home...and *only* Ronson has a lighter style for *every* room, *every* decor! That's why there's *no* gift more welcome than a Ronson! Today, **trade in the old...bring home the new!**

**RONSON**

maker of the world's greatest  
lighters and electric shavers

\*OFFER AVAILABLE AT MOST DEALERS RONSON CORP., NEWARK 2, N. J. TORONTO, ONT., LONDON, ENG.



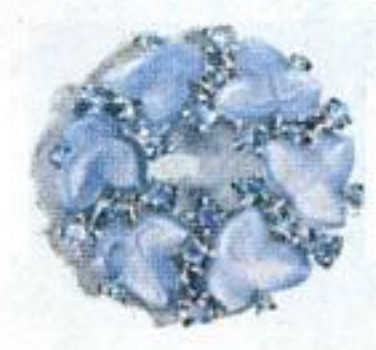
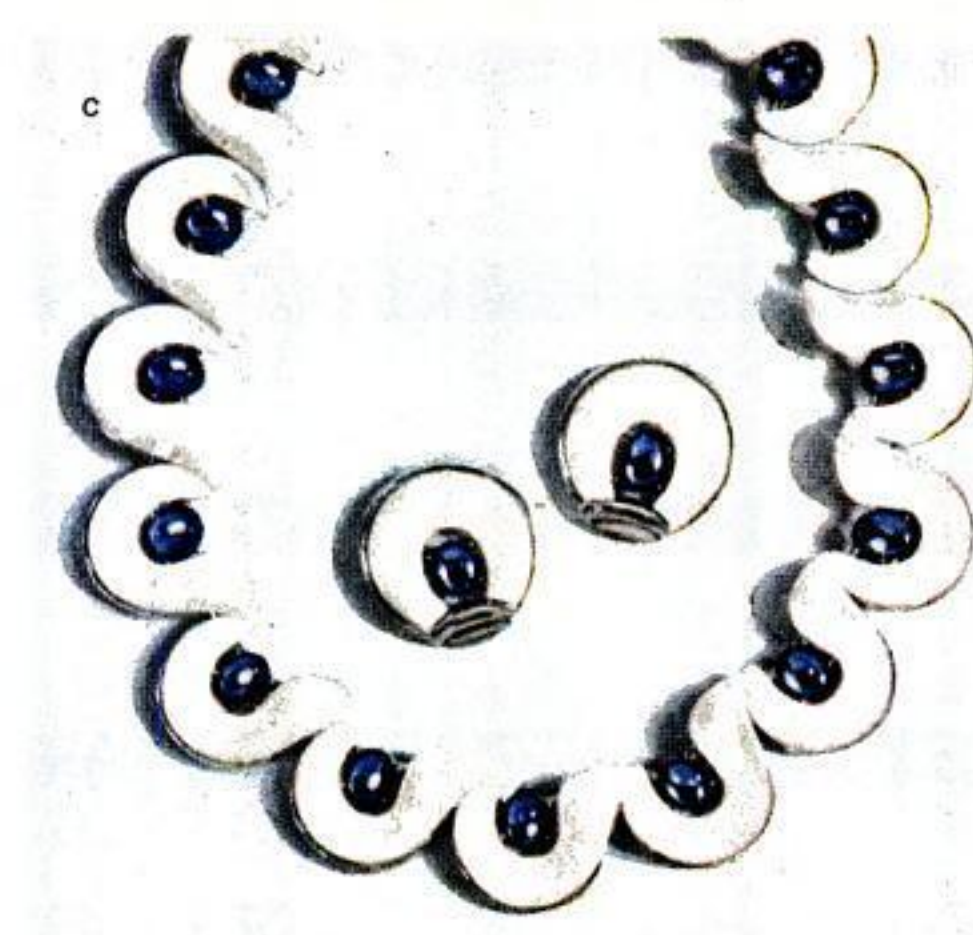


Knowledgeable people  
say Imperial  
—and they say it every time

**A Hiram Walker whiskey**

BLENDED WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEY, 6 YEARS OR MORE  
OLD • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILL.





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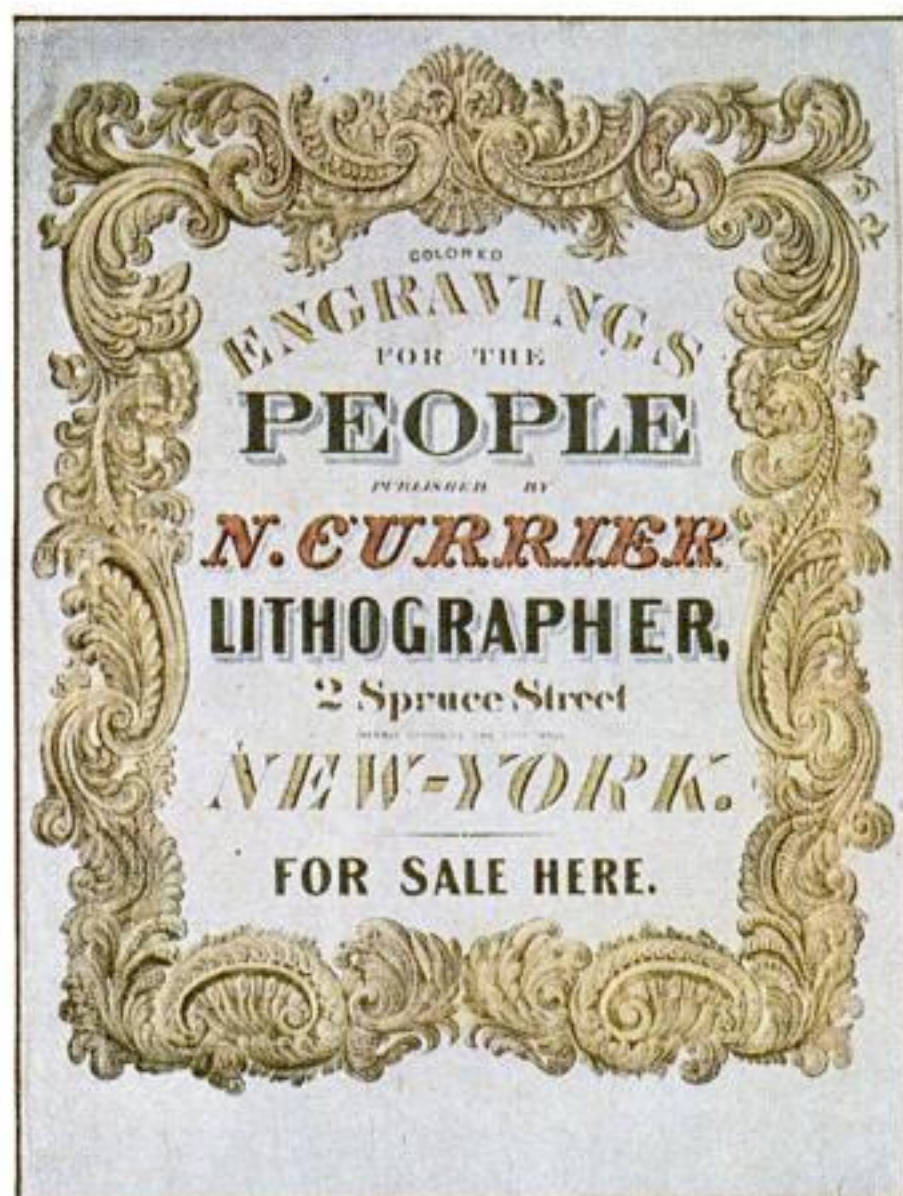
 **TRIFARI®**

©1957 TRIFARI

she can't see a thing but *jewels* by



SPEAKING  
OF  
PICTURES



**CURRIER AD**, a window card to boost sales of his prints, was distributed by Nathaniel Currier before Ives joined him as partner. Currier himself was an expert lithographer and may have designed this print.

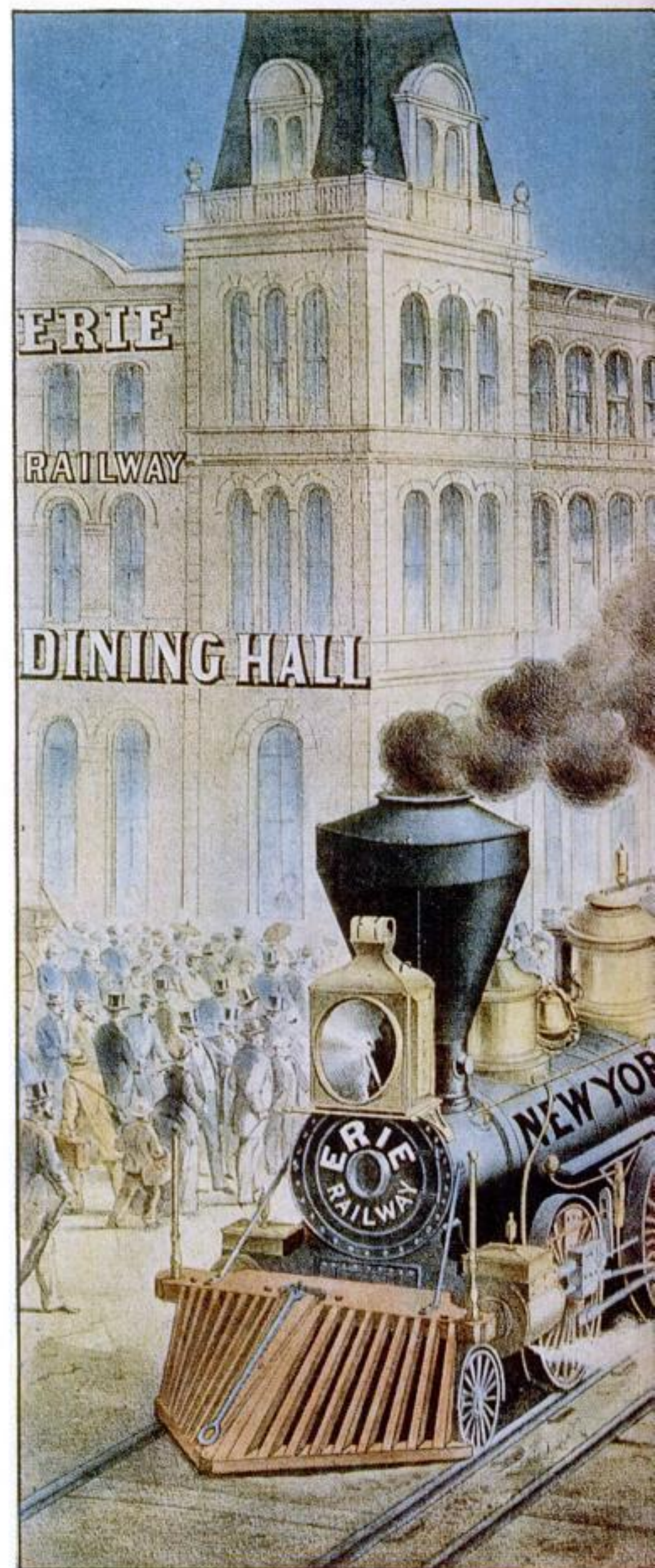
# CURRIER & IVES IN OLD ADS

## 100th anniversary exhibit shows rare prints

Nathaniel Currier and James M. Ives formed their famous partnership just 100 years ago and *engaged* mainly in publishing colored pictures to brighten American homes. But they also carried on a profitable sideline in advertising prints which are far less familiar than their other work. Because the prints were often tacked on walls or pasted on buildings, they grew faded and torn and are now quite scarce. A handful of them, from the collection of the

late Harry T. Peters (LIFE, Dec. 30, 1940), are in an anniversary exhibit of Currier & Ives prints which opened last week at the Museum of the City of New York and will run through the summer.

Currier & Ives sold prints—with or without business names and slogans—for about 8¢ for the smallest size to \$3.75 for large hand-colored folios. But big buyers—P. T. Barnum was one—got them much cheaper in wholesale lots.



**RAILWAY AD** for the Erie line was issued in 1876. The scene is the Hornell, N.Y. station, where passengers got off the trains to eat. The profusion of commercial lettering on



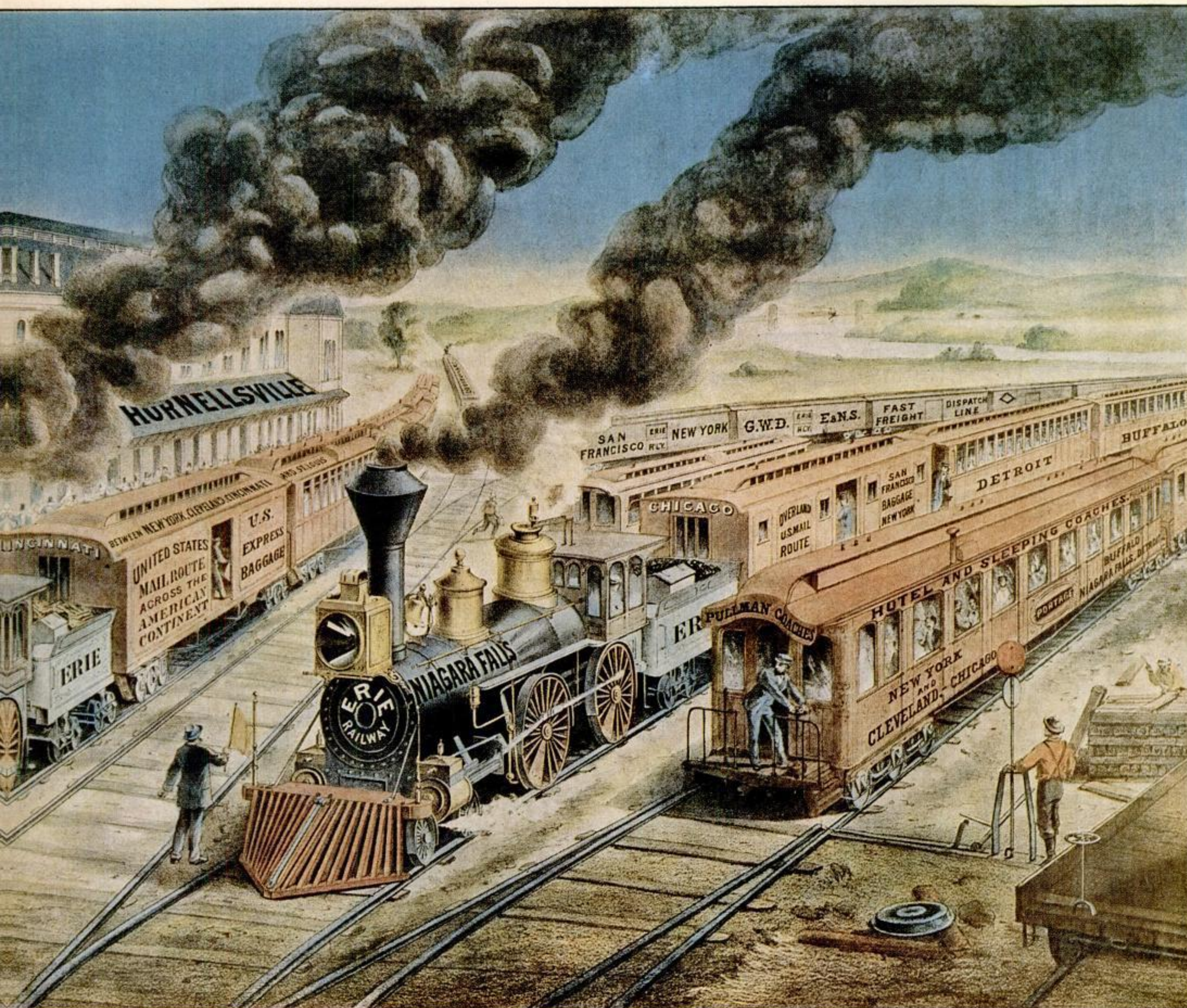
**CARRIAGE AD** for Miner, Stevens & Co., "Manufacturers of First Class Carriages and Light Wagons" at 656

Broadway, N.Y., made use of Currier & Ives print which was sold to private buyers under title "Four-in-Hand."



**SHOE STORE PRINT** shows sale being made in 1871. The lifted skirts were considered





cars and locomotives is uncommon for Currier & Ives, who usually kept the sales message subdued. This rare and attractive print cost a few dollars when new, is now valued at \$800.



daring, and this print was probably an attraction in all-male barrooms and livery stables.



**RESTAURANT DECORATION** entitled "Nice and Tempting" reveals toothsome wares of an oyster house of the

1870s. Prints like these were displayed by Victorian businessmen to create what is now called "consumer appeal."





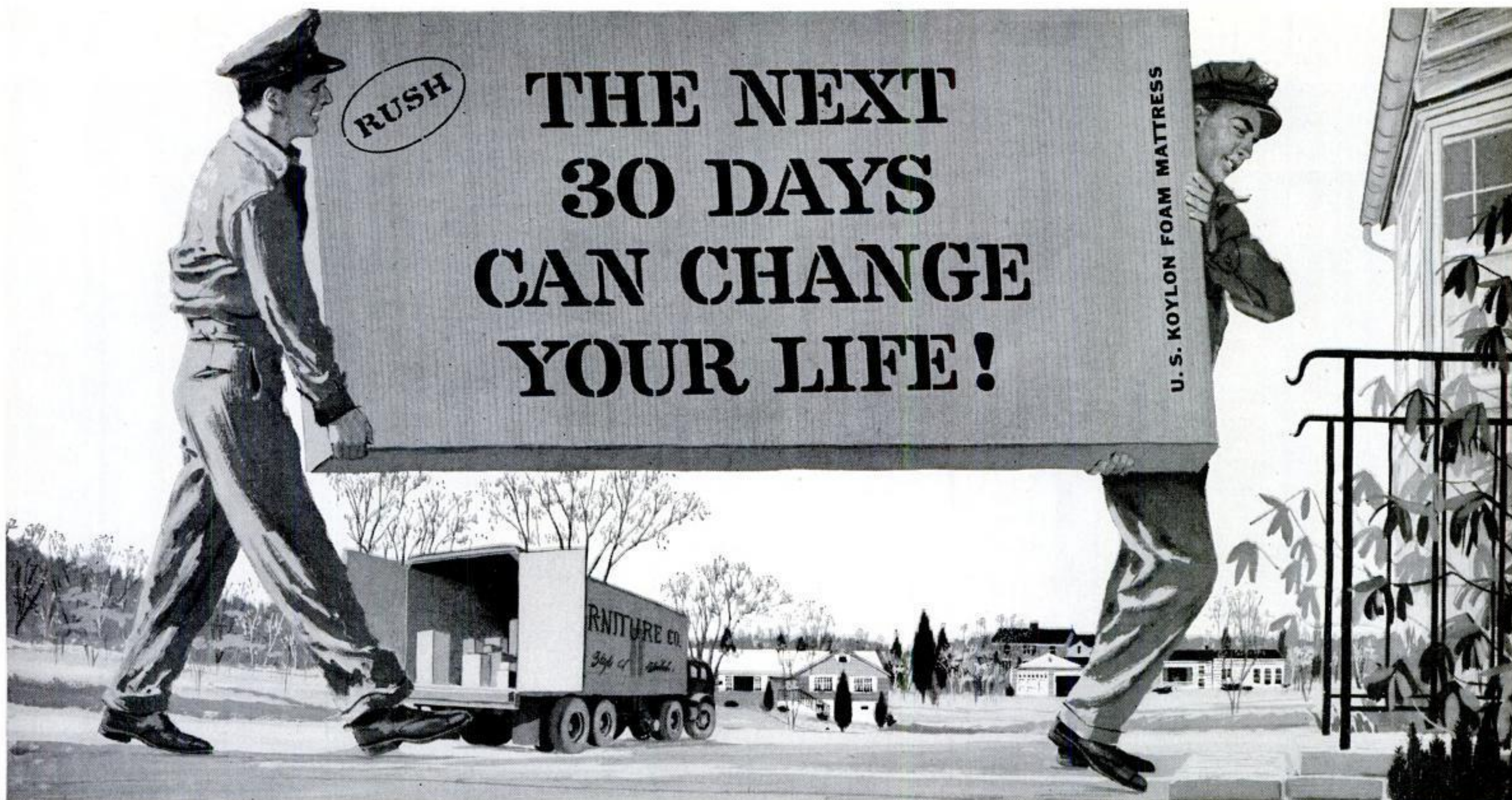
Known by the Company it Keeps



Seagram's VO

SEAGRAM-DISTILLERS CO., N.Y.C. 86.8 PROOF, CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES • SIX YEARS OLD



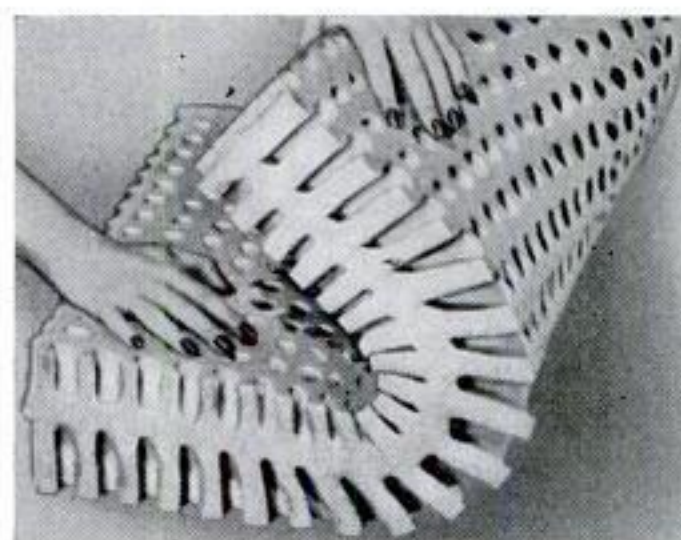


U.S. Rubber authorizes its dealers to offer you their U.S. Koylon Foam Ensemble on a

# 30-DAY TRIAL

at no risk to you!

Here is your chance to find out first-hand, at no risk to you, what the finest foam is really like to sleep on... and what the world's one truly unique mattress can do for you. United States Rubber Company makes you this unusual offer, because after 21 years' experience, we are so confident of Koylon's matchless sleeping comfort, we want everybody to enjoy its truly great benefits. In 30 days, you will find out that a U. S. Koylon Foam Mattress in combination with its own specially engineered boxspring gives perfect support from head to toe. Creates no pressure points anywhere to interfere with complete relaxation. Cool in summer, clean and odorless always. You'll sleep as never before, every nerve soothed, every muscle at rest, so you wake fully restored, ready for your day. But why not go straight to your favorite furniture or department store now and take us up on this offer? It may well change your whole life.



This exclusive double coring makes Koylon Foam delightfully cool in summer, cozy all year 'round, keeps it forever odorless, clean and fresh.

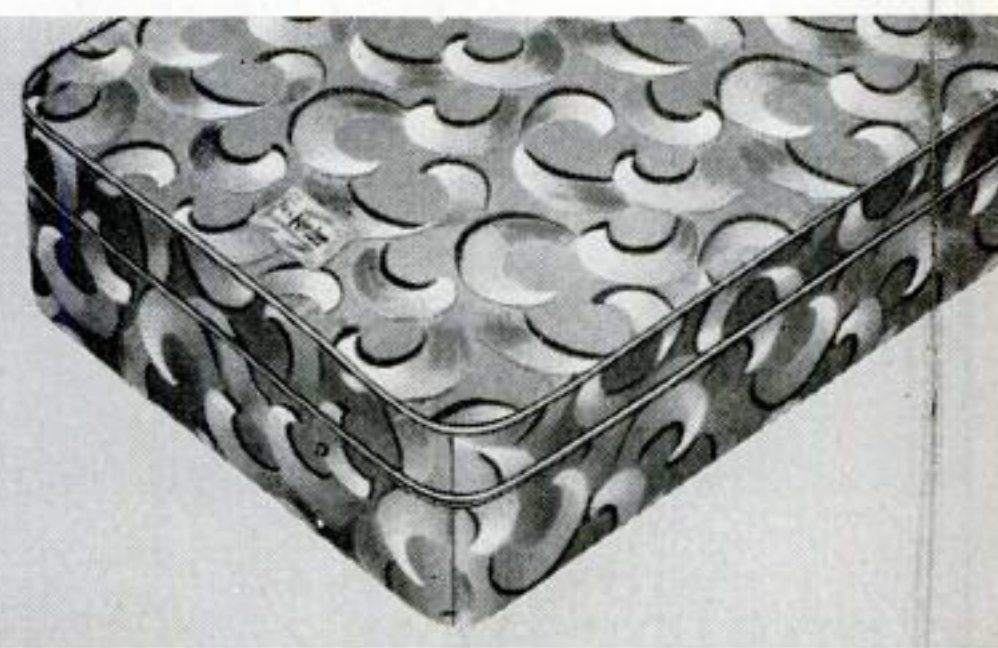


It also makes U. S. Koylon the only foam mattress with perfect sleeping comfort on each side. And so angel-light, a flip of the wrist, and over it goes.



**Perfect Support...** 30 nights' sleep will prove to you that a Koylon Foam mattress with its own specially engineered boxspring will support you, rest you, help you to sleep.

u.s. **Koylon**  
FOAM



**Everyone can now afford the world's finest bedding**—U. S. Koylon Foam mattress and boxspring combinations are made today in a wide range of styles and sizes, and are priced from 79.95 up. This 30-day trial offer is good for any U. S. Koylon ensemble you may choose. Ask to try a U.S. Koylon at your favorite furniture or department store right away.



**United States Rubber**

Rockefeller Center, New York 20, N.Y.



# SHELL FROM A TO Z — AN ALPHABET



## A is for

**Agriculture** Farmers grow few things without oil. Not just oil and gasoline that make cars, trucks and tractors go. Shell research makes possible other farming aids—fertilizers, pesticides, ingredients for animal medicines. Oil helps the farmer farm, helps bring better foods to your table.

## Accelerator

One accelerator feeds your car engine with gasoline—Shell with TCP, we hope. Another, Shell's new 3-million-volt accelerator, shoots electrons into plastics, rubber, fuels, lubricants. From such atomic tests Shell researchers gather knowledge that will serve all of us in the Age of the Atom.



## Airplane



Know who supplies  $\frac{1}{3}$  of all fuel for air lines in North America? Shell. Maybe it's because we helped start the whole business. Shell supplied the first commercial quantities of 100-octane gasoline — way back in 1934.



# OF GOOD THINGS ABOUT PETROLEUM

## Aldrin

This is a powerful Shell insecticide: two ounces per acre control grasshoppers.

Aldrin eliminates insect damage to corn, tobacco, peanut and strawberry roots. Above and below the ground farmers find pests are easy marks for aldrin—one of the chief ways Shell helps you enjoy healthier vegetables and fruits.



## Antiseptic

Petroleum is important in medicine, too. Isopropyl alcohol, for example. It's one of the most widely used antiseptics, and Shell Chemical makes it from petroleum. Oil products also serve medicine in salves, ointments, vitamins. Shell — helping people stay well.



## Artificial moon

In 1958 scientists will learn more about outer space from an artificial satellite circling the Earth like a tiny moon. Shell's UMF® fuel is being tested to rocket the satellite from Earth. In two minutes it will push this "moon" to speeds over 3,000 miles an hour.

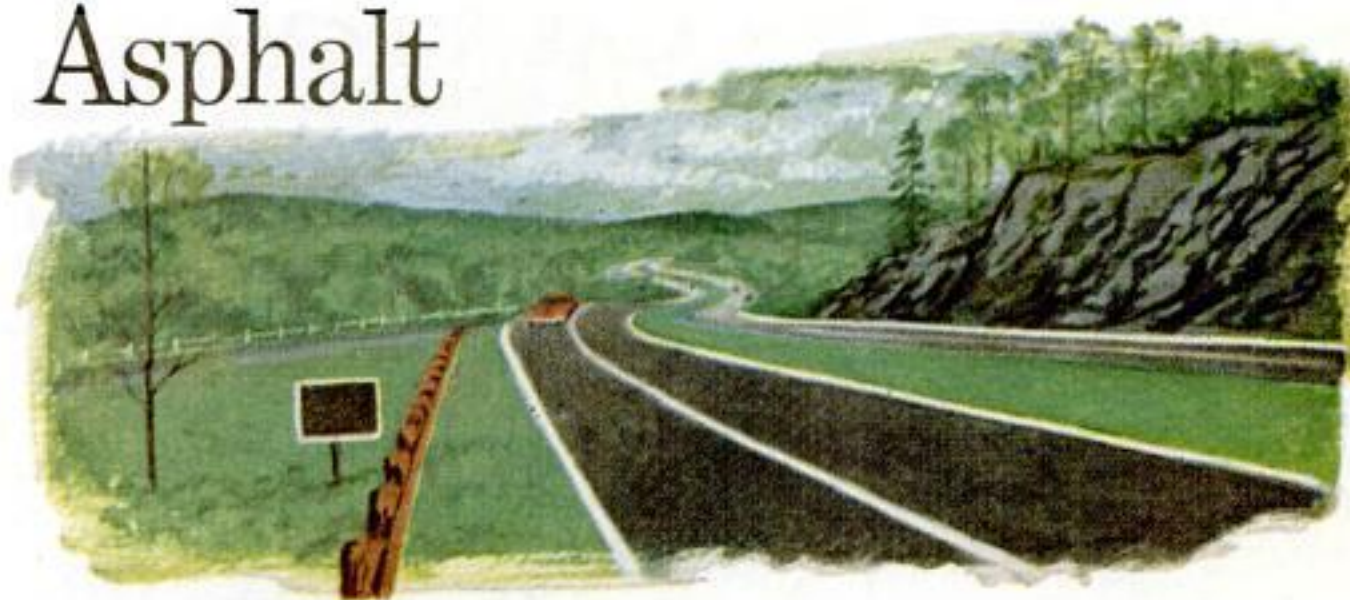


## Artisan

Glass blowers, blacksmiths, tinsmiths — it takes men and women skilled in over 1800 different jobs to operate the modern oil company. Some Shell people follow crafts honored for centuries. Their job: to make oil serve you better.



## Asphalt



This smooth asphalt road may come from the same Shell well as the gasoline in your tank. Asphalt highways can be laid fast, stand up under heavy traffic for years and years, cost taxpayers less to build and maintain.

## Automobile



How many petroleum products are there in your car—besides gasoline and motor oil? Dozens. Plastic steering wheels, synthetic tires come to you from oil chemistry. So do shock-absorbing dashboards, long-wearing plastic seat covers.

ABC's of Shell show you a few of the vast number of everyday conveniences and necessities that the oilman helps bring you. To accomplish this, Shell researchers are always seeking new ways to bring you more things from petroleum. Our ability to serve you depends on them and on all our other people. After all, oil companies are basically people. In Shell's case, almost 40,000 people—all working to make oil work harder for you. That's why Shell means a thousand and one good things for you.

*Sign of a better future for you*

# THE SHELL COMPANIES



SHELL OIL COMPANY

SHELL CHEMICAL CORPORATION

SHELL DEVELOPMENT COMPANY

SHELL PIPELINE CORPORATION

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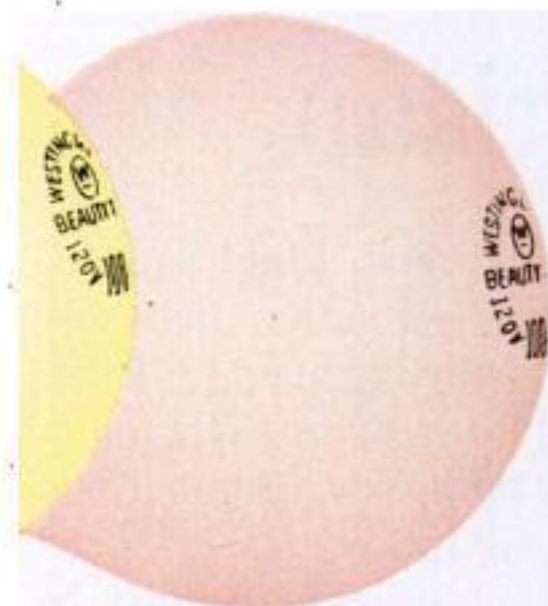
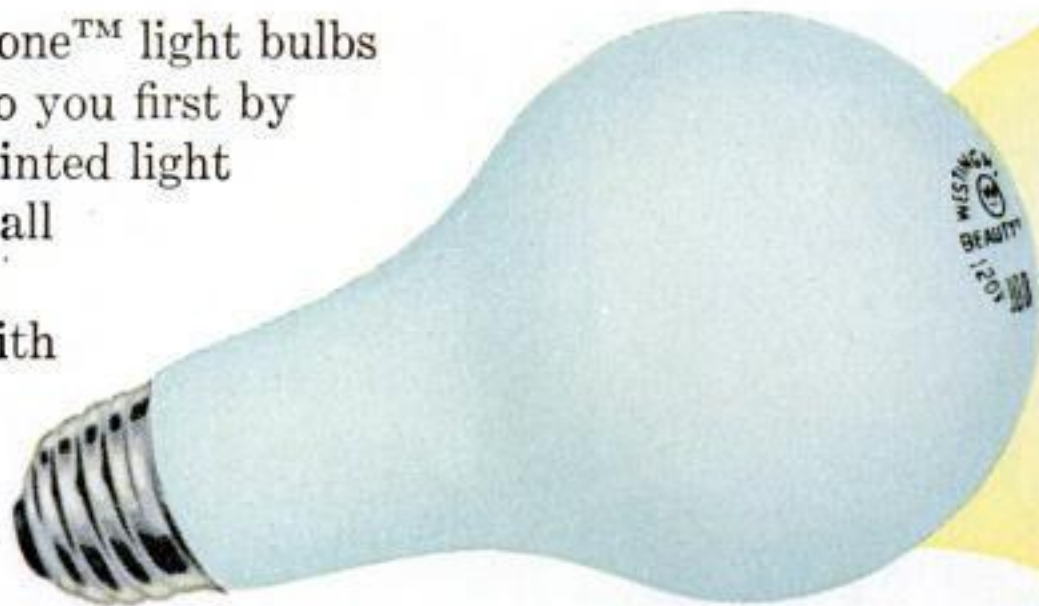
# You create new glamour with Beauty Tone Bulbs!



Gown by Ceil Chapman

Lighted with Beauty Tone Aqua, rooms look larger, cool colors look crisp and new!

Here's just *one* of the ways Beauty Tone™ light bulbs make magic in your home! Brought to you first by Westinghouse, this *complete range* of tinted light bulbs makes colors wake up and sing all around the house. Exclusive sealed-in tints, soft and subtle, lovely to live with . . . easy to see by. You'll create new glamour for *pennies* with this Westinghouse Beauty Tone trio. Buy all three . . . for flattery!



**YOU CAN BE SURE...IF IT'S**  
**Westinghouse**



**Westinghouse Beauty Tone Aqua . . .** "opens up" small areas, subdues confining colors. This refreshing, subtle tint was *decorator-selected*, is "decorator-right." Restfully glare-free to read by, too!

**Westinghouse Beauty Tone Candle-light . . .** so welcoming and gay! Brings out richness of woodwork, accents warm colors in fabrics . . . creates a party air that makes it even more fun to entertain.

**Westinghouse Beauty Tone Pink . . .** new flattery for every complexion, for fabrics and wallpapers! But buy *all three* Beauty Tone tinted light bulbs—they do wonderful things for your home and *you*.

Buy long-lasting Beauty Tone bulbs in 60, 75, 100, 150 watts and 3-way sizes





## You're safe with FIRST NATIONAL CITY BANK TRAVELERS CHECKS

Wherever you are—whatever your predicament, you're always safe with First National City Bank Travelers Checks. They're the Traveler's Best Friend! You receive a prompt refund if they're lost or stolen. And you can spend them everywhere as readily as cash. In handy denominations. Cost only \$1 per \$100. Good until used. Ask for them at your bank.

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## HOW TO TELL IF "IMPORTED" IS GENUINE IRISH LINEN OR NOT!

Don't let "Imported" mislead you. The only way to make certain that you are buying pure Irish Linen is to look for the label "Made in Ireland" or "Irish Linen"

Just as there is no substitute for a diamond, there is no worthy linen substitute for pure Irish Linen—the most practical and beautiful linens in the world.



THE IRISH LINEN  
GUILD

1270 Avenue of the Americas  
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**TUMS**  
for ACID INDIGESTION-  
HEARTBURN

**QUICK RELIEF** 10¢  
HANDY ROLL

Always carry Tums for top-speed relief of acid distress. No mixing, no waiting. Take Tums anywhere.

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(Left) #5708 3-yelet Tan Vent Mello-Calf. (Right) #5610 Teak Brown Vent Calf Slip-on.

## Take a "Breather"...in Bostonian 'Breathers' and keep refreshed

Now every step you take creates a breath of coolness on the hottest days. For the news in shoes from Bostonian is the delight of shoes that actually inhale the air and blow heat away. Yet these Bostonian Breathers are solid supporters. Rich, costly leathers, for all their lightness, shrug off the creases of age. Walk-fitted by Bostonian—actually tailored to your size.

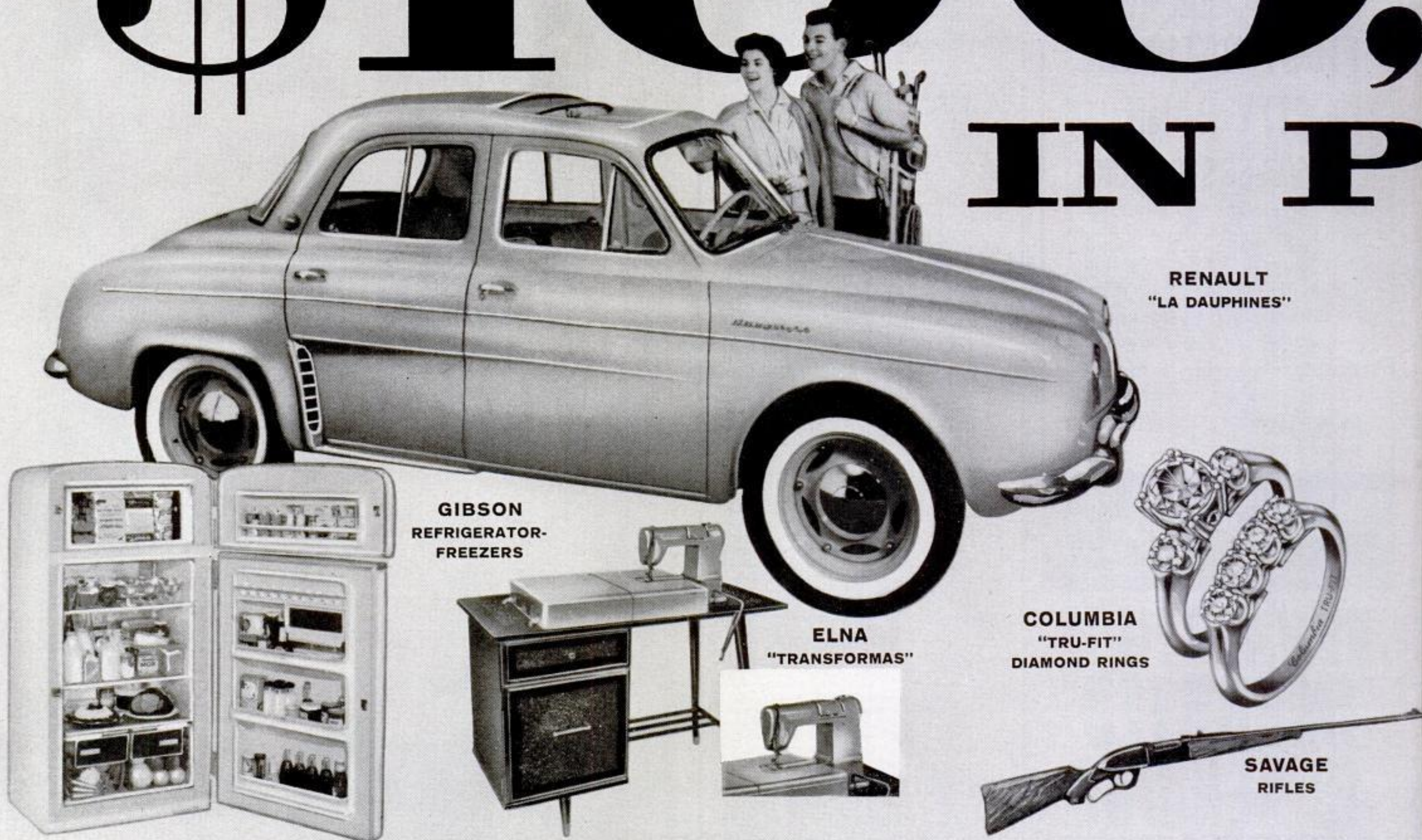
Headliners from the summer's breeziest Show of Shoes!

Most styles \$17.95 to \$29.50. At finer men's shops, shoe and department stores. Bostonian Shoes, Whitman, Mass. Also makers of Mansfields and Bostonian Jrs.



Announcing **MENNEN**

# \$1000, IN P



RENAULT  
"LA DAUPHINES"

GIBSON  
REFRIGERATOR-  
FREEZERS

ELNA  
"TRANSFORMAS"

COLUMBIA  
"TRU-FIT"  
DIAMOND RINGS

SAVAGE  
RIFLES

## 5 GRAND PRIZES...RENAULT CARS

"LA DAUPHINE" BY RENAULT, France's largest car manufacturer! Winner in its class of first four places in Europe's famed Mille Miglia race. Four-door, rear engine, 40 miles per gallon.

8 1957 YELLOW JACKET "Furys" 14' sports runabout precision built, handles like a dream. Mercury Outboard Motor.

40 GIBSON Refrigerator-Freezers for outstanding double-duty performance. Frosty peach interior, gold trim.

40 ELNA "Transforma" Sewing Machines. The world's most versatile portable machine.

25 COLUMBIA "Tru-Fit" Diamond Rings. Built-in Guardian Angels keep ring centered, secure, comfortable.

40 SAVAGE "99" Rifles. World's favorite big game rifle.

40 ECLIPSE 19" "Duo-Master" Rotary Power Mowers. Easy handling, even cutting.

40 REMINGTON "Quiet-Riter" Portables. Only portable with Miracle-Tab; decorator colors.

75 STEREO REALIST 3-D Camera Outfits. Living 3D snapshots in full color—two "Realist" viewers.

75 WITNAUER Watches. Distinguished product of the Longines-Wittnauer Watch Company.

65 MONTAGUE—OCEAN CITY Deluxe Fishing Outfits. Complete with rod, reel, accessory box.

100 HAMILTON BEACH Deluxe Food Mixers with finer blending beaters, bowl control action.



GUY LOMBARDO



LINDA DARNELL

### HERE'S ALL YOU DO:

1. Match yesterday's photos with today's personalities.
2. Complete this statement in 25 words or less: "GOOD HEALTH AND GOOD GROOMING ARE IMPORTANT TO ME BECAUSE..."

### OFFICIAL RULES—MENNE CONTEST

1. Simply match "Yesterday's Baby Photos" with three photos of "Today's Personalities" and then complete this statement in 25 words or less: "Good Health and Good Grooming are important to me because..."
2. Mail your entry to: MENNE CONTEST, P.O. BOX 48-A, MOUNT VERNON 10, NEW YORK



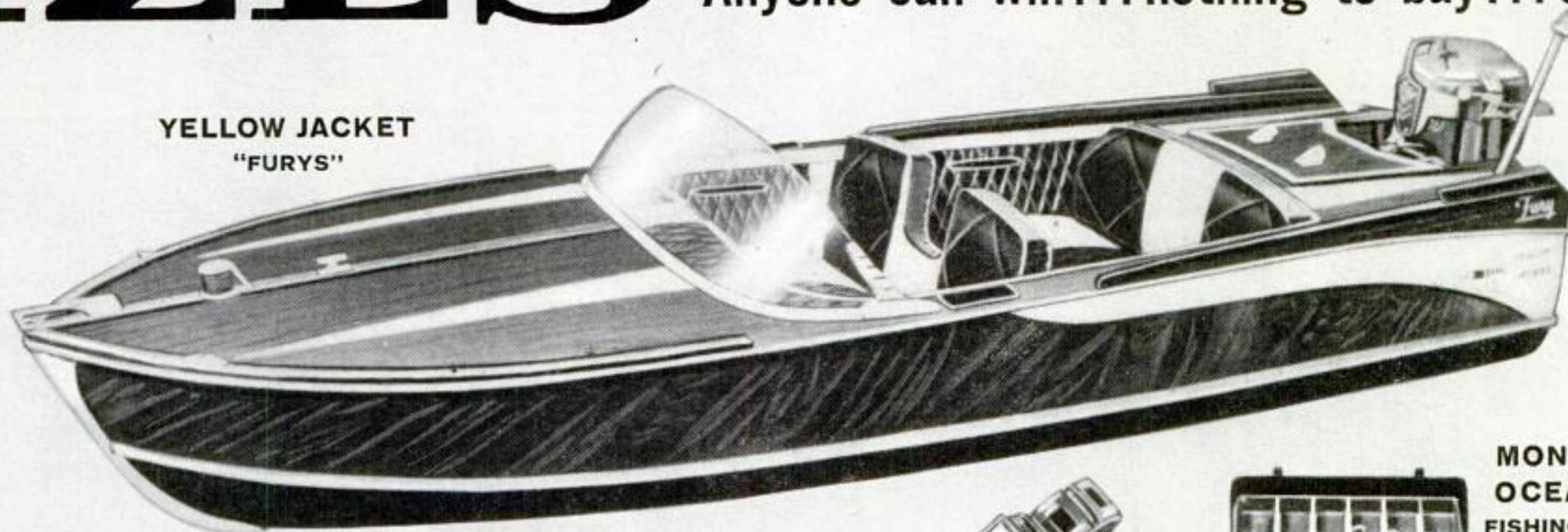


# GOOD HEALTH-GOOD GROOMING CONTEST!

# OOO

# PRIZES

Cars, boats, appliances... more than 550 awards  
Anyone can win... nothing to buy... enter now!



YELLOW JACKET  
"FURYS"



ECLIPSE  
"DUO-MASTERS"



REMINGTON  
"QUIET-RITER"  
PORTABLES



STEREO  
REALIST  
CAMERAS



WITTNAUER  
WATCHES



MONTAGUE-  
OCEAN CITY  
FISHING OUTFITS



HAMILTON BEACH  
FOOD MIXERS



TONY BENNETT



1.



2.



3.

## OFFICIAL ENTRY BLANK

(Additional Blanks Available at Your Drug or Grocery Store)

1. Mark number of matching baby photo in box by each name.

☐ GUY LOMBARDO ☐ LINDA DARNELL ☐ TONY BENNETT

2. Complete this statement in 25 words or less:

"GOOD HEALTH AND GOOD GROOMING ARE IMPORTANT

TO ME BECAUSE \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Print name and address and mail to

Mennen Contest

P.O. Box 48-A, Mount Vernon 10, New York

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

listed in contest announcement. Duplicate prizes will be awarded in event of ties. Decision of judges is final.

5. Entries become the exclusive property of The Mennen Company to use as it sees fit. None will be returned. Winners will be notified by mail. For a complete list of winners enclose a self-addressed, stamped envelope with your entry. Contest subject to all federal, state, local regulations.

# MENNEN

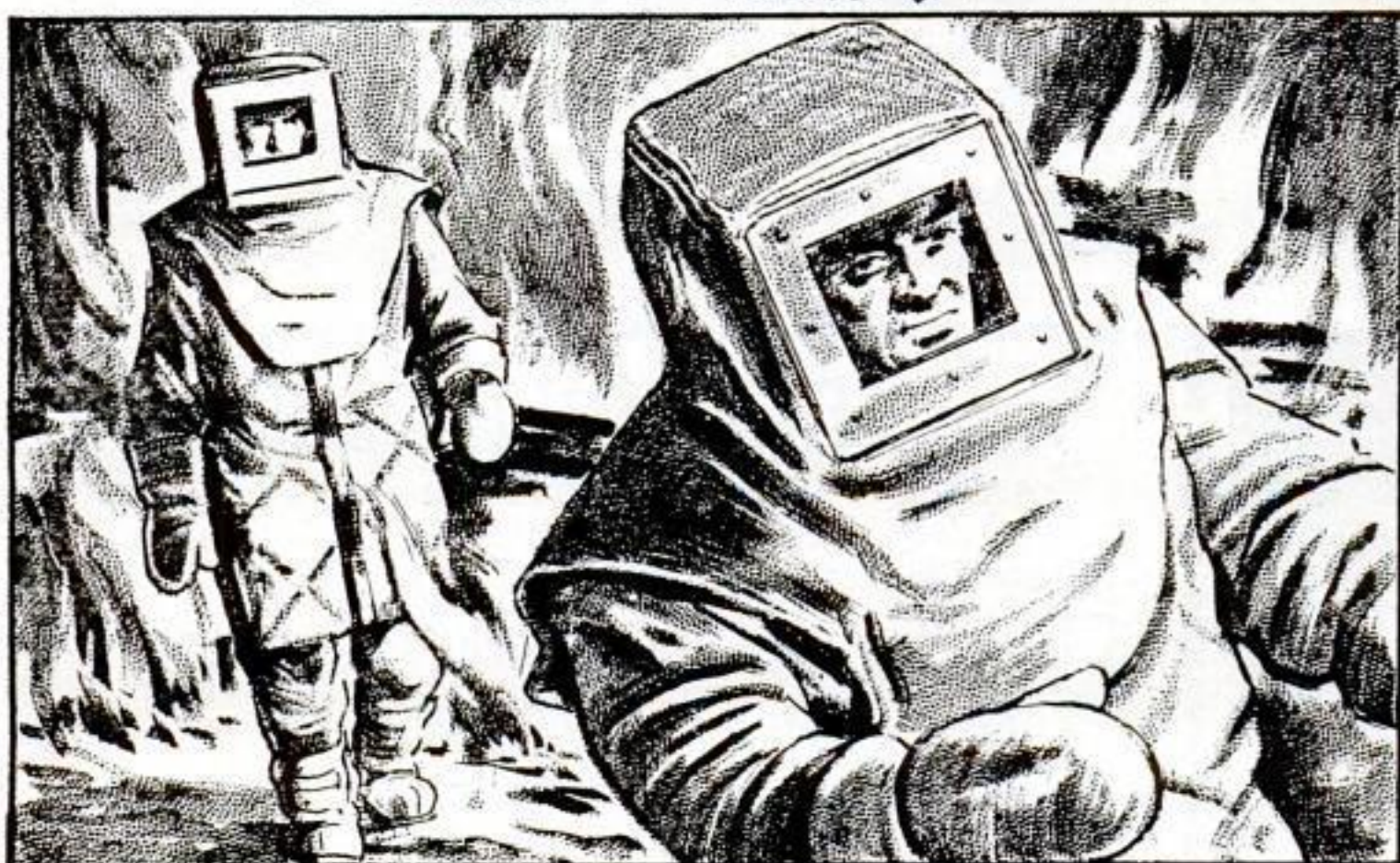




**TINY BATTLE BUG  
JUMPS... SPRINTS...  
AND SWIMS!**

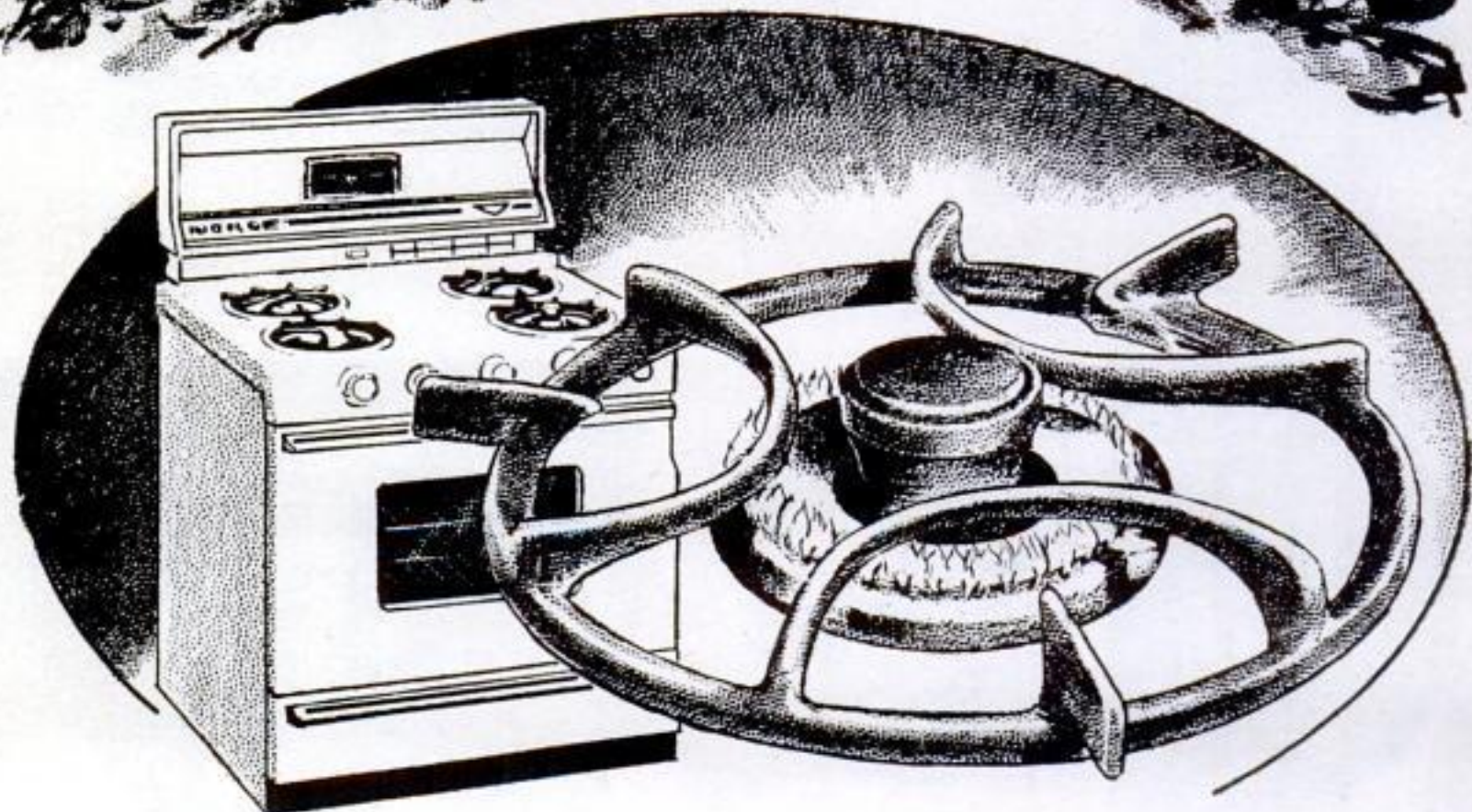
# Ripley's

THIS VERSATILE COMBAT VEHICLE GOES ANYWHERE FAST... LUGS SOLDIERS OR A TON OF CARGO. IT CHUTES INTO BATTLE EASILY... SPEEDS OVER ROUGH TERRAIN... EVEN SWIMS RIVERS BY SPINNING ITS WHEELS. WHEN WHEELS SPIN FREELY, THEN GRAB SOLID EARTH, A VICIOUS SHOCK IS DELIVERED TO THE DRIVE LINE-- PARTICULARLY TO THE MAIN UNIVERSAL JOINT WHICH GIVES THE LINE ITS FLEXIBILITY. THE SPECIAL JOINT NEEDED TO TAKE THE ABUSE COMES FROM **B-W'S MECHANICS UNIVERSAL JOINT**. IT'S TOUGH AND LONG-WEARING!



## **SUITS OF ALUMINUM FOIL TURN BACK 2850-DEGREE HEAT!**

FIRE 3000 DEGREES HOT--YET THE FIREMEN FEEL BARELY 100 DEGREES. THE ALUMINUM FOIL ALONE ON THEIR SUITS REFLECTS 95% OF THE HEAT! IT IS THIS SAME KIND OF FOIL THAT MAKES ALFOL\* INSULATION FOR BUILDINGS SO EFFECTIVE. MADE BY **B-W'S REFLECTAL**, ALFOL TURNS BACK 95% OF RADIANT SUN HEAT, KEEPS HOUSES COOLER. IN WINTER IT HOLDS HEAT IN, CUTS FUEL BILLS 25%.



## **ANY COOKING PAN BECOMES AUTOMATIC ON THIS NEW GAS BURNER!**

"BOIL-OVERS" AND BURNT FOODS CAN BE A THING OF THE PAST WITH THE "MEAL SENTRY" BURNER. **B-W'S NORGE** OFFERS IN ITS NEW GAS RANGES. ON IT, PANS BECOME AUTOMATIC APPLIANCES. YOU DIAL THE NEEDED COOKING TEMPERATURE. THE CONTROL IN THE BURNER'S CENTER, PRESSING AGAINST THE PAN, SENSES ANY CHANGE. IT TURNS UP OR LOWERS THE FLAME TO MAINTAIN THE CORRECT HEAT.

**DESIGN IT BETTER...  
MAKE IT BETTER**

# BORG-WARNER®



# Believe It or Not!



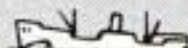
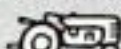

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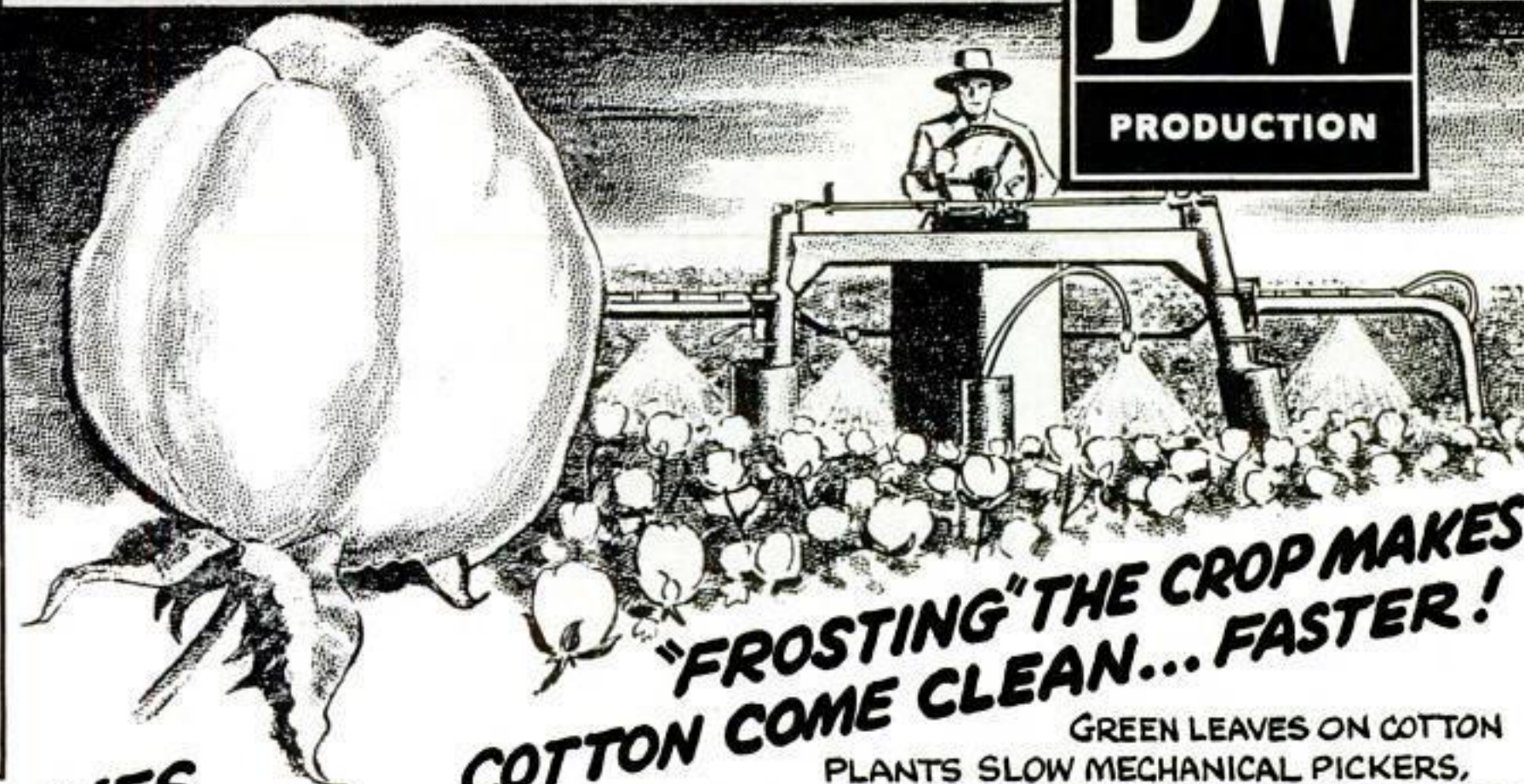
**B-W**

T.M.

PRODUCTION

**BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!**

19 OUT OF THE 20 MAKES OF CARS  CONTAIN ESSENTIAL **B-W** PARTS. EVERY COMMERCIAL PLANE  AND MANY SHIPS  HAVE VITAL **B-W** COMPONENTS. 9 OUT OF 10 FARMS USE **B-W** EQUIPPED MACHINES.  EVERY OIL FIELD USES **B-W** EQUIPMENT. MILLIONS OF HOMES HAVE **B-W** BUILDING MATERIALS, EQUIPMENT AND APPLIANCES. 



**"FROSTING" THE CROP MAKES COTTON COME CLEAN... FASTER!**

GREEN LEAVES ON COTTON PLANTS SLOW MECHANICAL PICKERS, STAIN THE BOLLS. SO A SPECIAL MACHINE IS USED TO SPRAY THE PLANTS WITH CHEMICALS THAT ACT LIKE A KILLING FROST... MAKE LEAVES DROP OFF. FULL EFFECTIVENESS REQUIRES UNIFORM SPRAYING. A MULTI-SPEED TRANSMISSION FROM **B-W'S WARNER GEAR** PERMITS EXACT SPEED CONTROL OF THE MACHINE IN THE ROWS.

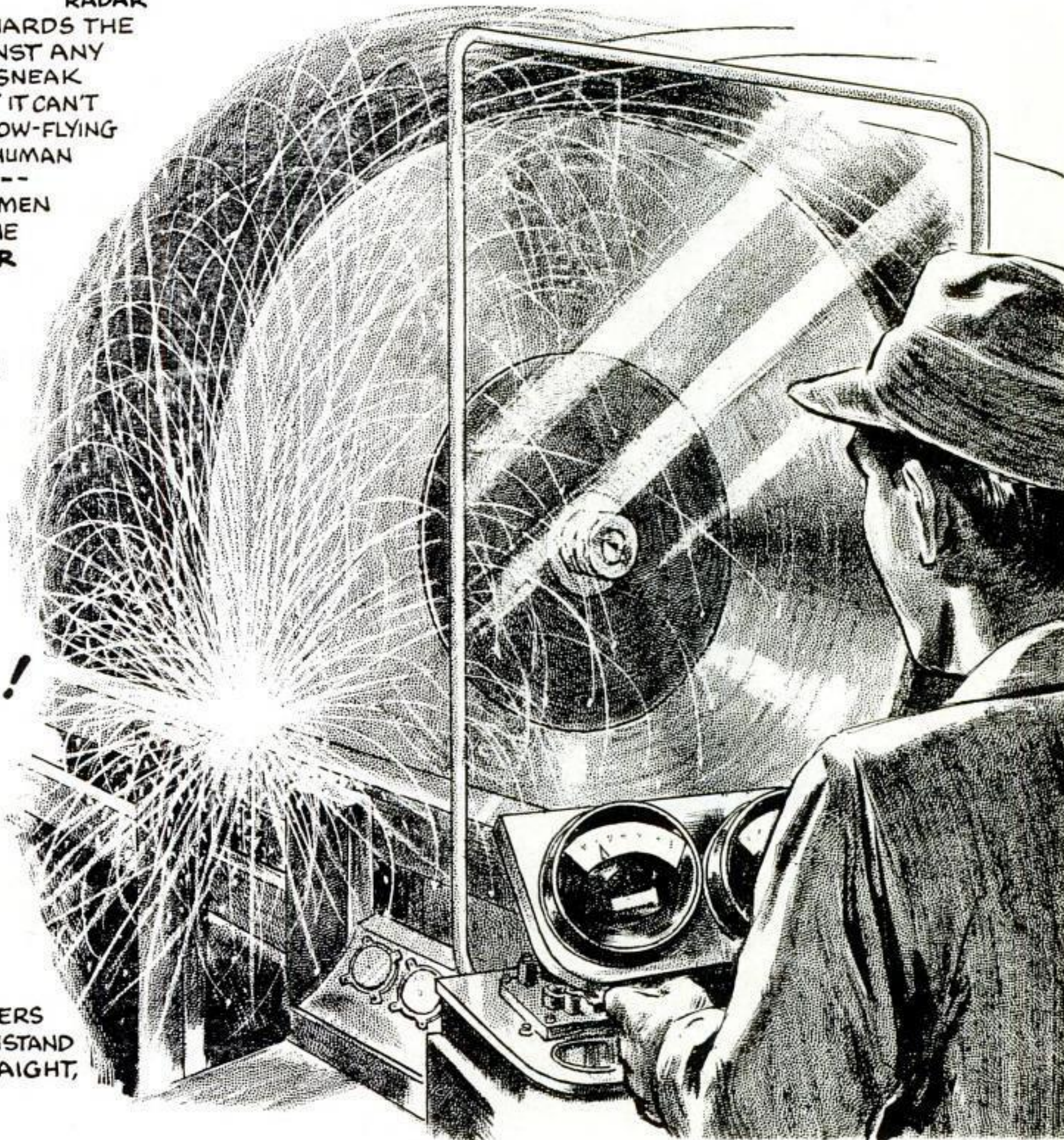


**HUMAN EYES CAN SEE MORE THAN RADAR!**

RADAR GUARDS THE U.S. AGAINST ANY HIGH-FLYING SNEAK BOMBERS. BUT IT CAN'T ALWAYS "SEE" LOW-FLYING PLANES. HERE HUMAN EYES SEE MORE-- THE EYES OF THE MEN AND WOMEN OF THE **GROUND OBSERVER CORPS**. CIVILIAN VOLUNTEERS ARE NEEDED IN THIS VITAL DEFENSE ORGANIZATION TO SERVE ONLY TWO HOURS A WEEK. CONTACT **CIVIL DEFENSE**. SAY, "COUNT ON ME!"

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AS THIS SAW WHIRLS AT A 6-MILES-A-MINUTE RATE, THE CUTTING IS DONE BY FRICTION RATHER THAN BY THE TEETH. RUBBING AGAINST STEEL, THE BLADE CREATES SUCH HEAT THAT THE METAL AHEAD OF IT ACTUALLY MELTS. THESE **FRICTION CUTTING SAWS** MUST BE EXTRA TOUGH, HIGHLY ACCURATE. **B-W'S ATKINS SAW** PRECISION TEMPERS THE BLADES, THEN HAMMERS THEM TO PROPER TENSION BY HAND. THEY WITHSTAND THE HEAT, RUN TRUE AT HIGH SPEEDS FOR STRAIGHT, SMOOTH CUTTING.



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These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago. Research Center, Des Plaines, Ill. **DIVISIONS:** ATKINS SAW • BORG & BECK • BUILDER SALES • BYRON JACKSON • CALUMET STEEL • FRANKLIN STEEL • INGERSOLL CONDITIONED AIR • INGERSOLL HUMPHRIES • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • PRIMOR PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • YORK. **SUBSIDIARIES:** B-W ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS • BYRON JACKSON OF CANADA, LTD. • BYRON JACKSON CO., S.A. • BJ SERVICE, INC. • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD. • YORK SHIPLEY, LTD.



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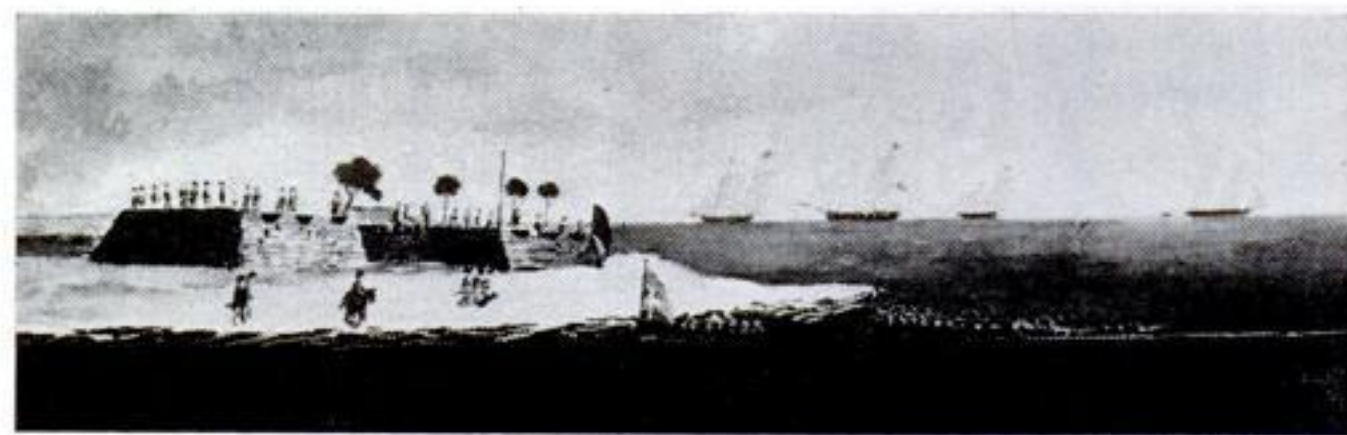


ARROW DART

Best buy on the market today . . . The Arrow Dart. Here are solid dividends in comfort and style. The Dart's distinctively fashioned non-wilt collar stays neat all day. The Dart's premium broadcloth companion, the Dale, also has Arrow's famous non-wilt collar and features French cuffs. Both shirts are "Sanforized"-labeled. Dart, \$4.00; Dale, \$5.00; Arrow All-Silk Tie, \$2.50. Cluett, Peabody & Co., Inc.

**ARROW** — first in fashion

## LETTERS TO THE EDITORS



FORT SULLIVAN AND BRITISH SHIPS AFTER BATTLE

### WAR OF INDEPENDENCE

Sirs:

In Sir Winston Churchill's "America's War of Independence" (LIFE, April 15) you show the battles of Bunker Hill, Lexington and the surrender at Saratoga but only the siege of Yorktown (in the South) comes up for pictorial review. Perhaps you in the North have not heard of Sullivan's Island. On June 28, 1776 South Carolina's soldiers won the first victory for the American cause when they defeated a British fleet.

MRS. FRED BRICKMAN  
Georgetown, S.C.

● In a half-finished fort (above) Colonel William Moultrie and 380 men successfully defended Charleston against 50 British ships. But 4 years later the British took the city.—ED.

Sirs:

Not only do I now realize the real causes for the Revolution, but I understand the feelings of the English toward it. Each victory and each defeat made me appreciate all the more my American heritage.

SYBIL HOROVITZ  
Jacksonville, Fla.

Sirs:

Churchill is trying to make us feel ashamed of our rebelliousness.

KENNETH R. HOLCOMB  
Scottsville, N.Y.

Sirs:

In grammar school I believed that except for a dozen or so Tories our people were of one mind; by the time I graduated from high school the number of Tories had increased to a couple of hundred. Not until I encountered some more or less original sources did I find that our revolt was definitely a minority uprising in the beginning. I trust we're now mature enough not to be offended by something approaching the truth.

GLENN H. WICHMAN  
Los Angeles, Calif.

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### EDITORIAL

Sirs:

"Let's Talk Sense on the Budget" (LIFE, April 15) was like a breath of fresh air. Of course a \$72 billion budget is huge. But so are our responsibilities—and our capabilities.

HYMAN H. BOOKBINDER  
Bethesda, Md.

Sirs:

That was a fine editorial. I was in Omaha last week for the first Republican Regional Conference involving some seven states. An overwhelming majority was sore about the budget in both groups but I found that after it was explained it changed people's minds to a very considerable degree.

F. PEAVEY HEFFELFINGER  
Minneapolis, Minn.

Sirs:

A few weeks ago LIFE was worried about the new budget, ("Inflation—a Disease of the Budget," LIFE, March 4), saying "One cannot escape the conviction that Ike's budget is a renewal of that trend of 'limitless expansion' which he himself deplored."

Now LIFE says, "If the budget is big, so is the country."

The needs of the world could well justify the expenditure of twice the amount called for by the federal budget next year; but there are some things we simply cannot afford. The taxpayers have some rights too.

CLIFFORD B. REEVES  
Pelham, N.Y.

● LIFE is concerned at the size of government spending, particularly in the areas of farm subsidies and the "pork barrel" bill which Congress shows no desire whatever to cut. We believe it shortsighted to attack expenditures, such as the mis-called "foreign aid."—ED.

Sirs:

The editorial writer doesn't know any more about farming than Ezra Taft Benson and that is very little.

LAWRENCE KROEGER  
New Salem, N. Dak.

Sirs:

The only reason Eisenhower's whole program is threatened is because he deserted the voters who gave him his overwhelming mandate only five months ago.

JOHN W. POPE  
Fuquay Springs, N.C.

Sirs:

Nothing in recent years has saddened me so much as to read your defense of the President's budget.

What saddened me most was the implication that all the extraordinary wastes and inefficiencies could not be corrected. There is no question but what this terrific burden can be lessened somewhat by the elimination of wasteful items and unnecessary ones by the introduction of greater

CONTINUED



# Start Cool-Drive Cool-Arrive Cool!

**ENJOY SUMMER DRIVING!**



## FOR BUSINESS

Stay at top efficiency all day long. Keep cool, clean, refreshed even on the hottest days.



## FOR PLEASURE

Beat the irritating discomfort of hot, dusty, windy driving. Enjoy your trip. Arrive refreshed.

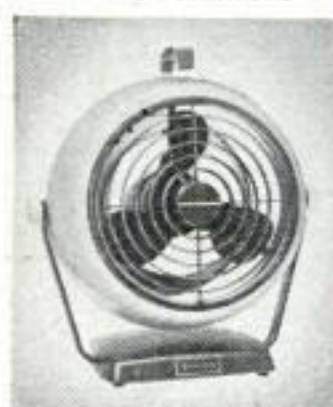
**NATIONWIDE SALES AND SERVICE**

# Vornado® AUTOMOBILE AIR CONDITIONER

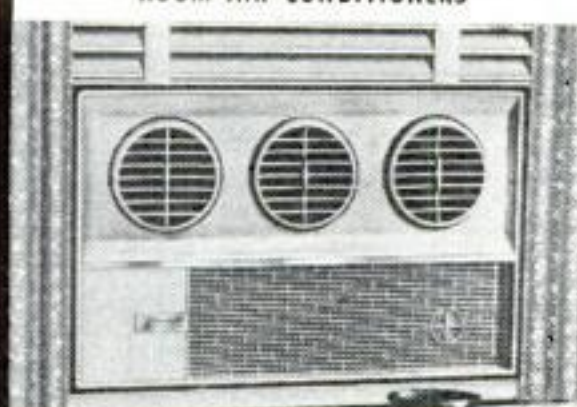
Be cool as you go with the amazing, new Vornado Automobile Air Conditioner. It begins cooling the second you start your car. You travel in complete comfort with the windows up... no dust, dirt or wind whistle! You're COOL, clean and completely relaxed every minute you're in your car.

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**Never heavy  
to your taste!**



**MURIEL CIGARS 10¢ EACH**

Honestly, Sue—if you had an upset stomach like mine, you'd be grouchy with your class, too!

If I did, Marge, I'd take Pepto-Bismol. Listen—hospital tests prove it relieves upsets. It's wonderful for indigestion, nausea and diarrhea.



**Pepto-Bismol works where soda and alkalizers fail!** For upset stomach—indigestion, nausea, diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach *and* the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

**TAKE HOSPITAL TESTED PEPTO-BISMOL®...AND FEEL GOOD AGAIN!**



## LETTERS TO THE EDITORS CONTINUED

efficiency in the departments of the government—particularly the Defense Department.

Curtailing money is apparently the only way to force efficiency. The present outraged public opinion should be capitalized on. It may be providing our last chance to get waste out of federal government.

CHARLES C. HAFNER JR.  
Chicago, Ill.

### NEBRASKA LEGISLATURE

Sirs:

Congratulations on "The Legislature Faces the People" (LIFE, April 15). It is a vivid, lively treatment of state government in action, a subject that is, unfortunately, dull and tiresome to most people.

BOB RUSHTON  
Baltimore, Md.

Sirs:

How about showing us what Nebraska's only woman legislator, Senator Kathleen Foote, looks like? We got to see the rest of the family.

AL HUBLER  
Allston, Mass.



SENATOR FOOTE WITH SON JOHN

### ROOTERS FOR SCOOTERS

Sirs:

I read your story on motor scooters ("U.S. Rooters for Scooters," LIFE, April 15). You should live in a neighborhood where three or four potential juvenile delinquents have been given the things. The noise alone is enough to make them hated.

WESTON WARD  
Damascus, Md.

### ELECTRONIC COMIC

Sirs:

Thank you for the article on Ernie Kovacs ("An Electronic Comic and His TV Tricks," LIFE, April 15).

It's encouraging that LIFE awards long-deserved recognition to this man.

C. J. HEPBURN JR.  
Diamond Point, N.Y.

Sirs:

The spectacle of these paid comedians managerially wringing hands over the troubles of their trade is (natural) comic relief.

J. C. MALONE  
Arlington, N.J.

Sirs:

Being something of a cigar puffer myself I'd like to ask you how in the world Ernie Kovacs, as stated in LIFE, can possibly smoke \$13,000 worth of cigars in one year, unless maybe he uses dollar bills to light 'em.

WALTER W. FULLER  
Detroit, Mich.

● He smokes \$2 cigars—Cuban black leaf.—ED.

### CLOSE-UP

Sirs:

Governor J. P. Coleman was slightly in error when he said that the only disadvantage of living in the governor's mansion was that he had to venture a half mile to borrow an egg ("The Bayou State's Big Booster," LIFE, April 15). Miss Anabel Power, 85, who lives only a half block away from the governor, has over the years taken desserts, salads, cakes, cookies—and eggs—to 18 governors during 22 administrations.



ANABEL POWER

FRANK NOONE  
Jackson, Miss.

### SEQUEL

Sirs:

Thank you for the sequel to the Hathaway story ("Now a Son Who Leads Them," LIFE, April 15). So often we read about cases that touch our heartstrings but we never know what happens to them afterward.

MRS. F. E. FIELDS  
Boone, Iowa

### ROBINSON TO NIARCHOS

Sirs:

Am I wrong in saying that Mr. Edward G. Robinson ("Robinson to Niarchos," LIFE, April 15) shares his New York hotel suite with his pet Manchester instead of his pet Chihuahua?

THOMAS B. PRISK  
Johnstown, Pa.

● Yes. His 2-year-old dog Champ is a miniature pinscher.—ED.

### NOTHIN' BUT A HAIRDO

Sirs:

I would like to defend my sister and myself with our new Elvis Presley haircuts which were pictured in LIFE ("Ain't Nothin' But a Hairdo," LIFE, March 25).

We have had more compliments on our hairdos than we have had criticism. Granted we have received some mail that a person should be ashamed to write, but you have to expect that. It takes all kinds of people to make up the world.

NANCY HULL  
Grand Rapids, Mich.

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state

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*Welcome wedding gift!* Has easy-to-use Sun Dial. Just set...sight...shoot! Low price includes sharp f/2.5 lens and giant viewfinder. 8mm 220 Wilshire, \$39.95.

*Favorite with fathers!* New Sun Dial turret camera has three fast f/1.9 focal lengths including wide-angle and telephoto. 8mm 252-TA Monterey, \$99.95.

*Uncanny camera!* Electric Eye sets lens automatically and continuously while you're shooting. All you do is sight and push the button. 16mm 200-EE, \$299.95.

## Gifts to remember for days to remember!



*Shows slides by itself!* New Robomatic is completely automatic. Viewing cycle can be pre-set. Remote control lets you hold or change slides from your chair. Complete with carrying case, \$149.50.



*America's favorite slide projector!* Has 300-watt lamp, full-time cooling and 4-in. coated lens. Headliner 303 with deluxe carrying case, \$59.50. With electric changer and remote control, \$83.00.



*Great graduation gift!* Complete 8mm movie-making kit contains: Sun Dial camera with leather case; easy-to-use projector; light bar with two 375-watt flood lamps; plus entertaining cartoon film. Everything, \$137.50.

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50 YEARS OF FINER PRODUCTS THROUGH IMAGINATION

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# NOW THE Amazing Automower

It's the easy Lawn-Boy way to smoother-cut, smarter-looking lawns

It's like magic... a forward roll of your wrist and the Automowing LAWN-BOY starts cutting a wide, smooth swath through the shaggiest lawn. Yes, that's all you do to have the smoothest lawn in town. There is nothing to compare with it! And LAWN-BOY Automowers cost so little you will *actually* be amazed... When you try a free demonstration you'll ask yourself, "How do they do it? This instant-starting, smooth power! So lightweight... such sure, easy control! So many features... And what a beauty!" But try it! Your LAWN-BOY dealer is easy to find. Look in the Yellow Pages under "Lawn Mowers" or call Western Union, by number and ask for Operator 25. And remember... ask your dealer for a FREE demonstration.



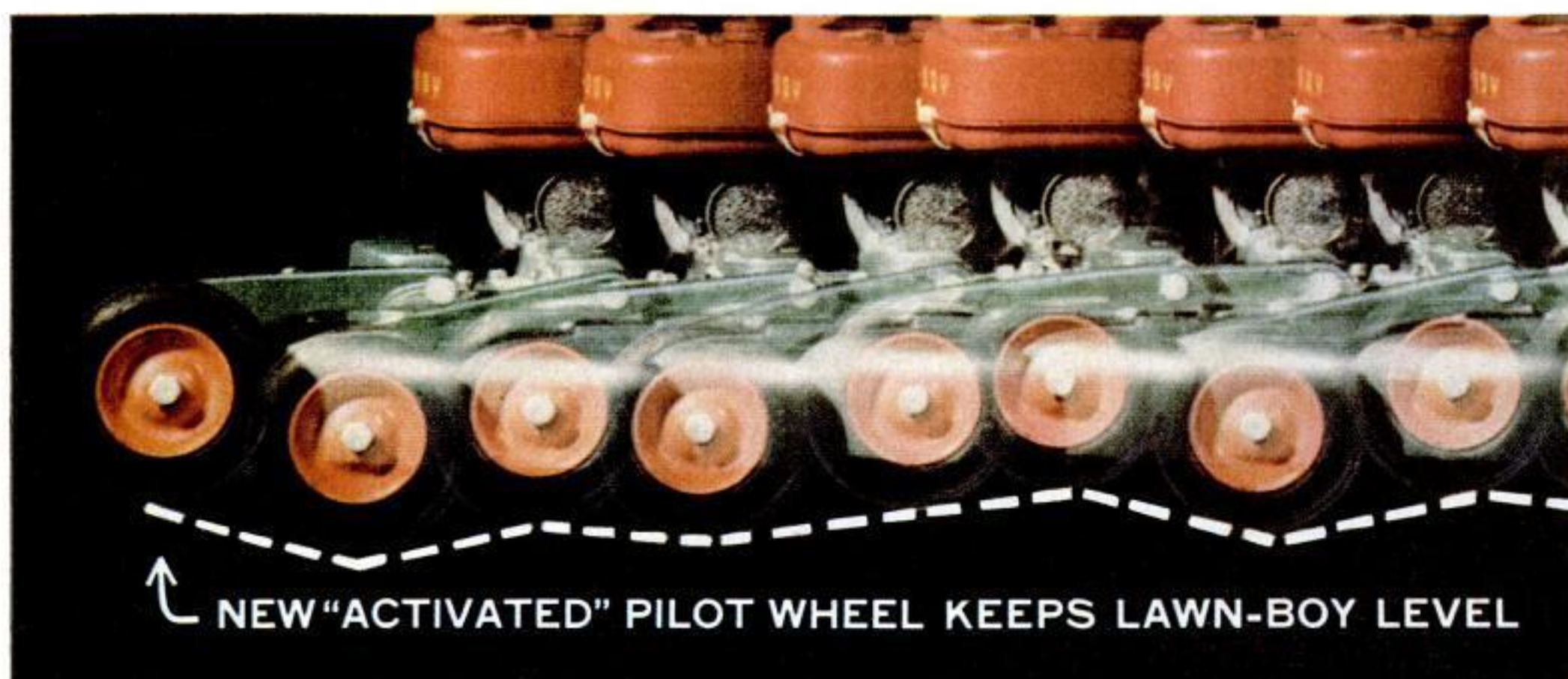
**FEATHER-TOUCH CONTROL.** The simplest, surest control yet! Just roll the exclusive Automower handle forward and your LAWN-BOY moves out at a steady, even pace.



**THE AGE OF AUTOMOWING IS HERE!** Self-propelled, instant starting, and plenty of smooth power; lightweight... and the simplest control ever designed for power mowers. But above all, it gives that incomparable LAWN-BOY lawn... smooth, smart-looking... no waves, wisps, or whiskers! Price? It's low!

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LAWN-BOY, Lamar, Mo. • Division of Outboard Marine Corp., makers of **Johnson** and **Evinrude** Outboard Motors • In Canada: LAWN-BOY, Peterborough, Ontario



**CLOSE-TRIM.** You'll need a ruler to measure how close LAWN-BOY cuts to walls, hedges, trees...  $\frac{3}{8}$  of an inch on FRONT AND SIDE! And The LAWN-BOY front "Grass-Spray" discharge keeps cut grass off shoes and clothes. It's self-cleaning, too!... can't clog even in wet grass!





**FOR YOUR LAWN-BOY DEALER . . . SEE THE YELLOW PAGES UNDER "LAWN MOWERS" OR CALL WESTERN UNION, BY NUMBER, AND ASK FOR OPERATOR 25.**



**OPTIONAL ELECTRIC STARTING.**

At last! A lightweight electric starter. No batteries . . . use any 110 V house outlet. And remember — the LAWN-BOY self-recoiling starter is *always* ready for instant starts . . . anywhere . . . anytime!



**A BEAUTIFUL DAY** for a stroll behind the new LAWN-BOY Automower or any of the 8 lightweight LAWN-BOY models . . . one for every lawn, use, and budget . . . They'll make your lawn smooth and lovely. See your LAWN-BOY dealer, today!





# You don't have to be rich to own it...just smart!

Until this new Plymouth came along, people used to pay a whole lot more for cars...and get a whole lot less!

You *could* do the same today! But wise folks aren't! Former owners of expensive cars are switching by the thousands to the 3-years-ahead Plymouth...the BIG car in the low-price 3!

They may choose from a host of brilliant new colors...or the quiet elegance of a black finish...knowing that their Plymouth is "years-ahead modern,"

with these exciting features that *no other car in the low-price 3 can give*—

**New Torsion-Aire Ride.** A big car ride to match big car size! Torsion bar and ball joint front suspension and wider, outrigger-mounted rear springs to float you along...as if *all* roads were newly paved!

**New FURY V-800 power for safety.** Many cars costing up to a thousand dollars more can't match Plymouth power! Five engine options up to 290 hp. Highest standard horsepower in "all 3."

**New Flight-Sweep Styling.** Beautifully...dramatically low, yet without sacrifice of road clearance. More leg room front and rear than the "other two."

Plus new **Torque-Flite** automatic transmission...smoother and instantly responsive...teamed with **Push-Button Driving**...**sports car handling** (no nose-dive on stops; no sway or roll on turns!)...the supreme safety of new **Total-Contact Brakes!** DRIVE THIS ASTOUNDING NEW CAR TODAY AT YOUR PLYMOUTH DEALER'S! IT'S AN EYE OPENER!

When you drive a

## Plymouth

you're 3 full years ahead





newest gift

for modern mothers...

**ZIPPO®** Slim-Lighter

*Left:* Excitingly new Comet design Slim-Lighter. Silver-filled! \$11.50 plus fed. tax.  
*Right:* Another new Slim-Lighter! Rich chrome, Criss-Cross design. \$6

Ever wish for an all-new, different, Mother's Day gift?  
 It's here now—the new Zippo Slim-Lighter... slender and lightweight...  
 a beautiful accessory made to snuggle in a lady's handbag.

New Slim-Lighter glows with precious metals or mirror-bright chrome in  
 exquisite designs, priced for every purpose. Easiest of all lighters to use or fill.  
 Famous Zippo action. No screws or complicated machinery to bother with!  
 At jewelry, drug, tobacco and department stores.

*Be sure you get a genuine Zippo—only lighter with this guarantee:  
 if anything ever goes wrong, we fix it free. The name is on the bottom.*

ZIPPO MANUFACTURING COMPANY, Bradford, Pa. In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.



*Diagonal design Slim-Lighter.*  
 High-polish chrome. Perfect for  
 mothers' sports costumes! \$6.

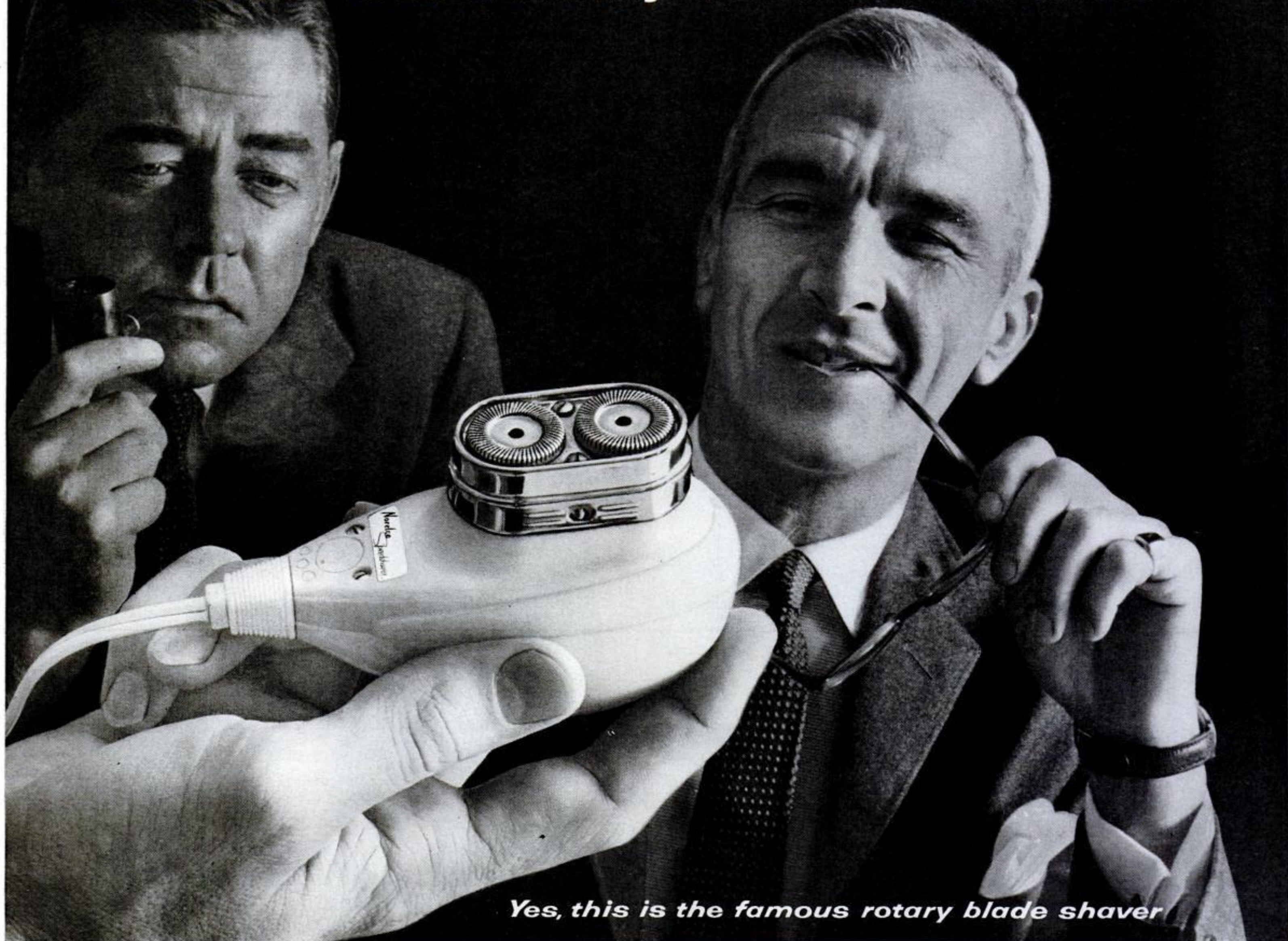
*If Mother likes tailored clothes,*  
 choose this Ribbon design Slim-  
 Lighter in rich, bright chrome. \$6.

*Silver-filled Slim-Lighter! Newest*  
 gift! Feather design suits any  
 costume. \$11.50 plus fed. tax.



*Luxury Gift! Rich, gold-filled*  
 Slim-Lighter. Sparkling, engraved  
 Star design. \$20 plus fed. tax.



**Its basically different design . . .  
means wonderfully different shaves!**



**and as for speed, it's the fastest ever!**  
**the New Norelco Speedshaver**

Up to now, electric shavers have used a stop-start, back-and-forth *zzzz* action, the blades constantly changing direction. This often tends to pinch, especially with tough beards. But Norelco's rotary blades, electric shaving's first basic improvement in 23 years, work on a totally different principle, enabling you to shave as *close* as you like *without* hurting your skin. Only this *new* Norelco Speedshaver, the fastest ever, has 12 razor-keen rotary blades whirling beneath stationary skin guards. They never stop, never change direction   stroke off whiskers with the smooth, *continuous* action of a barber's razor.

**Here, gentlemen,** is the *natural* way to shave—without soap-and-water fuss. Men everywhere are waking up to the perfection of Norelco's rotary blade shave and the speed of the new Norelco Speedshaver.

**More reasons why Norelco is the largest-selling electric shaver in the world, the fastest-growing shaver in America today:** • Patented skin-stretcher upends whiskers for skin-close shaves no matter which way they grow • Real brush motor doesn't heat up • Self-sharpening blades • Lubricated for life • Quietest of all 4 leading shavers • Easy to clean • Designed to fit the hand.

**New Norelco Speedshaver** shown here, AC/DC. With leather travel case . . . \$24.95.

**New Norelco Sportsman** runs on flashlight batteries or plugs into car lighter. . . . Now only \$24.95.

**New Norelco Debutante Speedrazor** gives safe "powder puff shave". AC/DC. . . . \$17.50.

**New Lady Norelco Speedrazor** deluxe twin-header. Zipper travel case. AC/DC. . . . \$24.95.

**The New**  
**NORELCO**  
**Speedshaver**  
Now the fastest ever



**NORELCO** is known as **PHILISHAVE** in Canada and throughout the rest of the free world. **NORTH AMERICAN PHILIPS COMPANY, INC.**, 100 E. 42nd Street, New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.





Each time you breathe, your bra size changes...

*that's why A'Lure by Warner's is for you!* Test yourself. Inhale—you're a perfect 36. Exhale—35. Ordinary bras can't move with you, have no give. That's why they cut and bind. But Warner's® A'Lure®—first and finest elastic bra—is as flexible as you are. Stretches with you, gives you perfect fit (even if you're a between-size, which half the women in the world are!). Gives you beauty, with comfort you've never thought possible! In a whole wardrobe of styles.

Quick beauty pickup...best selling **WARNER'S** bras and girdles...packaged to go



Warner's famous A'Lure:  
nylon, embroidered nylon  
marquise, and elastic.  
P1045, White . . . \$3.95.



Warner's circular-stitched bra  
for a defined silhouette; white  
cotton broadcloth, cotton net  
cup linings. P2170 . . . \$2.50.



French-stitched bra for a  
beautifully molded line.  
Silky cotton broadcloth.  
White. P2076 . . . \$2.50.

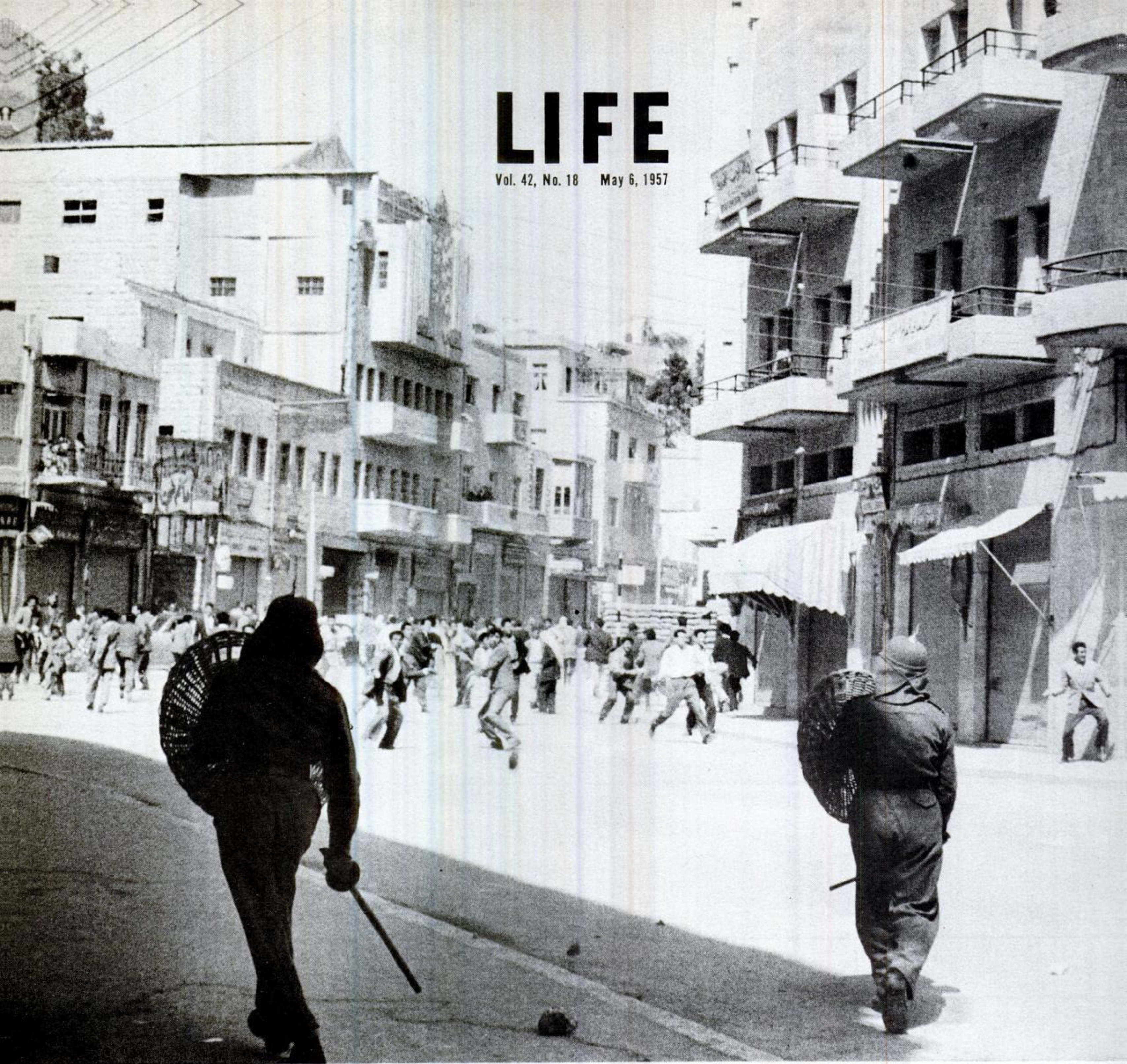


Famous Warnerette® girdle  
in Power-Lite elastic. P194.  
The matching pantie, P195.  
Either, in white . . . \$4.50.



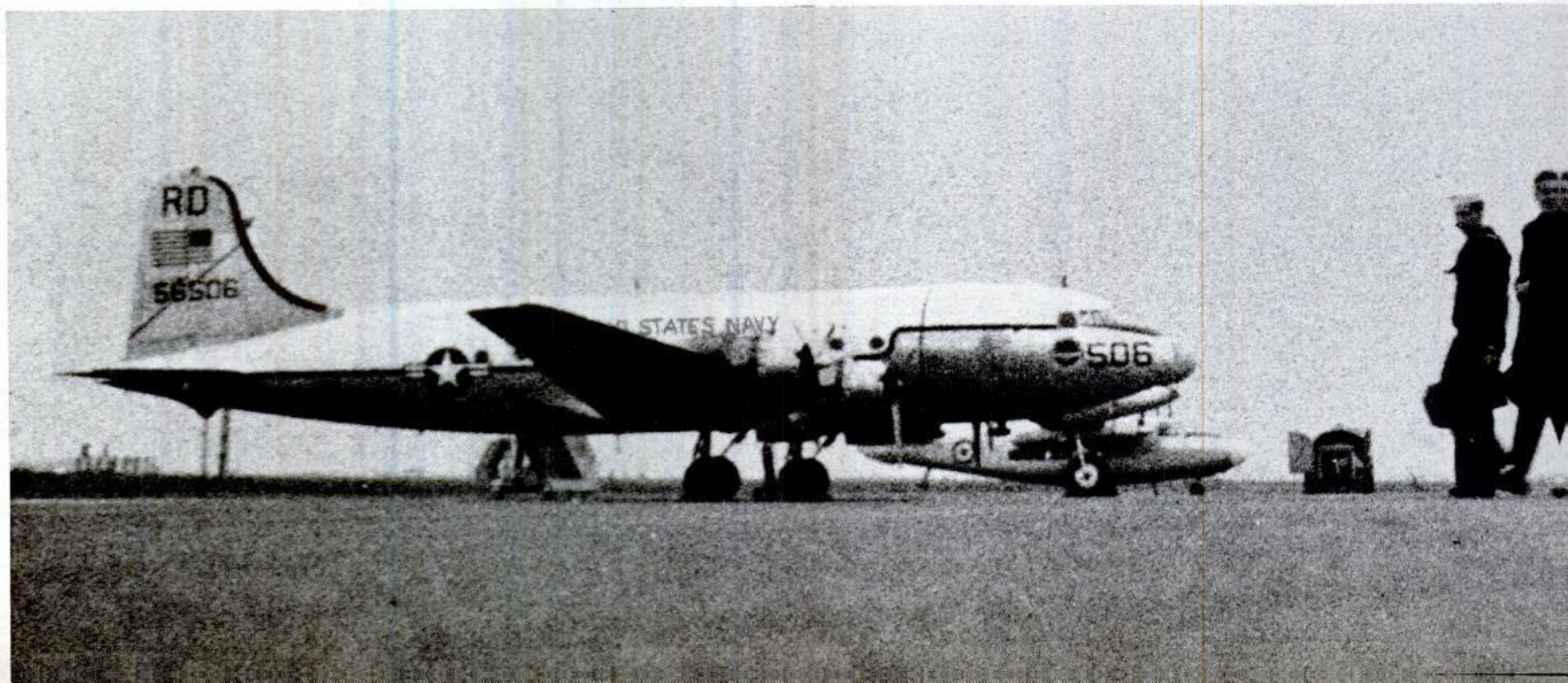
# LIFE

Vol. 42, No. 18 May 6, 1957



**THE JORDANIAN CRISIS** finds police in Amman, looking like medieval knights with helmets, wicker shields and swordlike staves, advancing on the scurrying

rioters in center of city. Owners have prudently shuttered all shops, and sandbags (in background, center) were piled high to protect entrance to post office.







**THE INTERNATIONAL CRISIS** finds U.S. sailors, recalled from leave in Paris, filing to Navy plane to trail fleet, already sailing toward eastern Mediterranean.

# THE DOCTRINE GETS TRYOUT IN JORDAN CRISIS

The Eisenhower Doctrine was on the line. Last week, just 49 days after the American Congress had approved force if necessary to balk Communist aggression in the Middle East, the U.S. Sixth Fleet was steaming eastward through the Mediterranean. This dramatic show of strength supported the struggle of Jordan's King Hussein to maintain the integrity of his throne against an enemy which the 21-year-old king only a few hours earlier had identified as "international Communism." Even as Hussein's crudely armed cops quelled stone-throwing rioters in the Jordanian capital of Amman, the fleet put to sea so hurriedly that it left 150 bluejackets marooned on leave in Paris.

In the last two weeks the leftist and anti-Western assault on Hussein's throne had brought a strike, riots, the dismissal of one cabinet and defection of two army chiefs (LIFE, April 29). It reached a climax when leftist and ultra-nationalist Jordanians issued an ultimatum demanding the dismissal of Hussein's interim cabinet and expulsion of the U.S. ambassador. Hussein let the cabinet quit but, showing a capacity to stand up and fight which amazed the world, promptly appointed another under a loyal political veteran, Ibrahim Hashem. He tightened his grip on the country by drawing loyal Bedouin troops closer around the capital, ordering a round-up of leftists and disaffected officers and invoking martial law and a rigid curfew. Openly daring the Arab elders who had been trying to boss him, Hussein went on the radio and accused Egypt's President Nasser of plotting against him, saying he hoped his "brothers in Egypt would cease their attempts to stir up riots against Jordan and against me." Then, when the nervy king demanded withdrawal of Syrian troops from Jordan, the bosses of the anti-Western Egypt-Syria axis, Nasser and President Shukri el-Kuwatly, went into hurried and worried secret sessions at Cairo.

Hussein was not yet asking for U.S. help, which he must do to invoke the Eisenhower Doctrine. But a carefully worded White House statement made it clear that Jordan's integrity and independence were "vital to the [U.S.] national interest." The U.S. also warned Syria, Egypt and Israel to stand clear of Hussein's troubles, and as the big Sixth Fleet moved into striking distance, it was obvious to all that help was available if Hussein thought he needed it. With U.S. naval air power on the scene and the President clearly willing to use it, Hussein's enemies quieted down and even Moscow merely grumbled in low key. Hussein hung on staunchly and the doctrine seemed to be having a satisfactorily deterrent effect.





Jordan CONTINUED

# HUSSEIN'S BATTLE WITH THE MOBS



**CONFIDENT KING**, surrounded by loyal officers, smilingly acknowledges cheers of soldiers from his perch on an armored car. Hussein was visiting 1st

Armored Regiment, made up of Bedouin tribesmen whose loyalty is so certain that they have been brought in close to keep the capital secure in crisis.



GARBED IN KAFFIYEHS (HEAD CLOTHS), BEDOUIN

HELMETED POLICE SWING THEIR LONG STAVES TO







INFANTRYMEN KEEP WATCH OVER AMMAN FROM CREST OF ONE OF CITY'S SEVEN STRATEGIC HILLTOPS

DISPERSE SURGING CROWD IN CENTRAL AMMAN WHILE CIVILIAN IN KAFFIYEH HURRIES OUT OF THE WAY



**HURLING ROCKS** picked up from a handy supply in street, Amman rioters, mostly young men and schoolboys, wind up to throw them at the police.



**HIT BY ROCK** despite wicker shield designed for riot duty, a policeman staggers back, one foot off the ground, but gets support from a helpful civilian.



**KNOCKED SPRAWLING**, two rioters fall in the street as advancing police force keeps up pressure against mobs organized by anti-Hussein agitators.



## FOREBEARS OF YOUNG KING . . .



**THE FIRST HUSSEIN** (center), who had Arabian title of Sharif, committed Arabs to British side in World War I. Jordan was created for son as reward.



**FIRST RULER** of Jordan was Emir Abdullah (right), Hussein's son, shown at 1920 ceremony in Jerusalem. British gave him tailor-made country in 1921.



**EARLIER CRISIS** found King Abdullah facing mob which had come to his palace in Amman in 1948 to protest because he had made a truce with Jews.



## A BARREN DESERT WITH A RICHLY

A country of 1.5 million people and 37,000 square miles, Jordan is an artificial creation of world politics with only its strategic position (see map above) to give it importance. It was taken from the Turks by British and Arab forces in World War I. Its original borders with Syria, Iraq and Saudi Arabia were first drawn when it was incorporated in the British

Palestine mandate in 1920. The next year Winston Churchill, then a colonial secretary, set it up as the state of Transjordan under the Emir Abdullah, grandfather of today's king. Its 360-mile border with Israel was drawn up in 1949. Thereafter it was called Jordan.

Few modern states have richer historical associations. West of the Jordan River lie the

## . . . AND THE BOY HUSSEIN AS HE CAME OF AGE

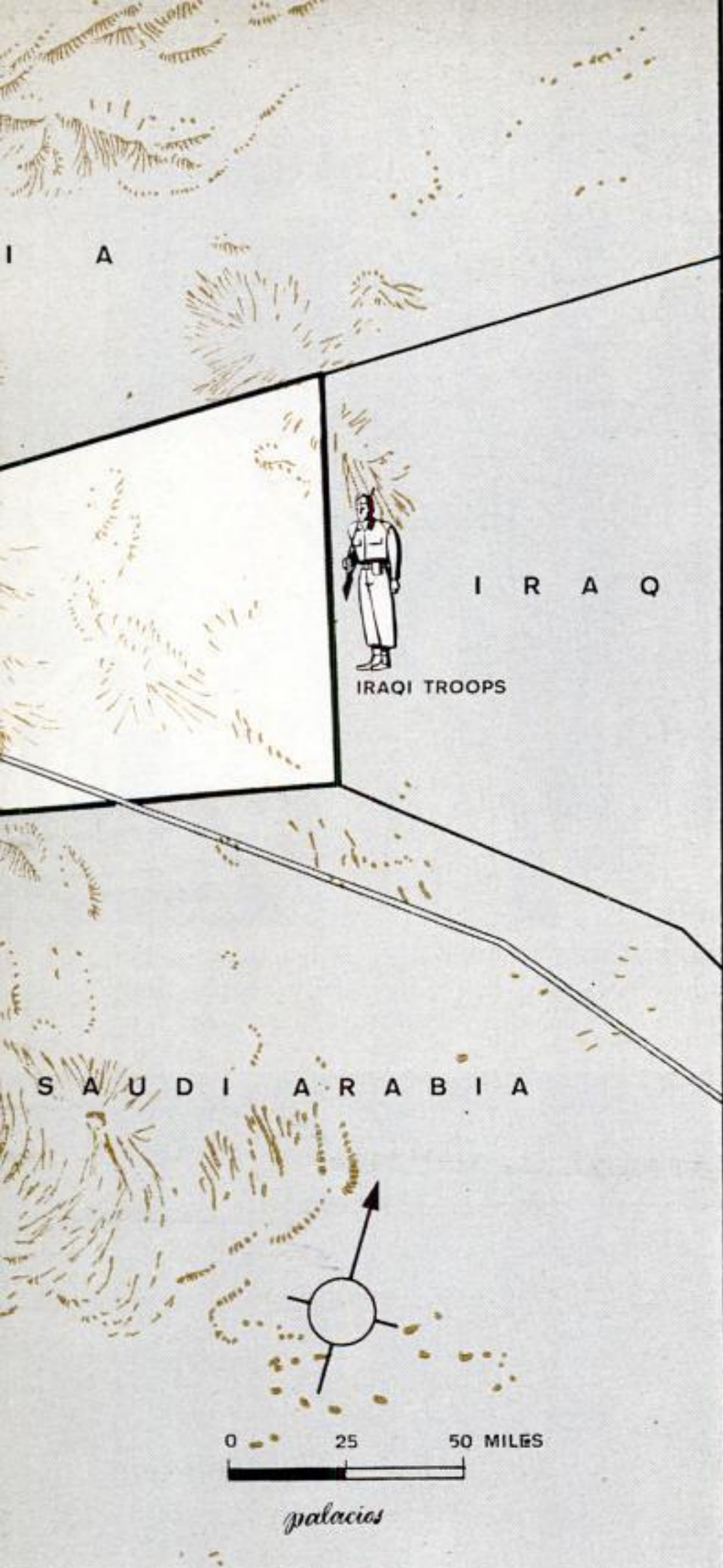


**AT GRANDFATHER'S FUNERAL** Hussein (right) stood near coffin after Abdullah was assassinated in 1951 in revenge for suspected dealings with Israel.



**AT HARROW**, where he received British schooling, Hussein (left) wore a boater and was a classmate of his cousin Feisal (center), now the ruler of Iraq.





DESOLATION OF MOST OF HUSSEIN'S KINGDOM IS CHARACTERIZED BY BEDOUIN CAMP NEAR DEAD SEA

← **STRATEGIC JORDAN**, bordered by three Arab states and Israel, contains 110 miles of vital Trans-Arabian oil pipeline. Amman and Zerqa are loyalist

strongpoints, but other cities could cause trouble. Hussein can expect aid from armies of Saudi Arabia and Iraq but fears Syrian troops stationed in north.

## HISTORIC PAST AND DANGEROUSLY HISTORIC PRESENT

Bible lands of Samaria and Judea and to the east are Gilead, Edom, Moab and Ammon. The Jordan empties into the Dead Sea near the town of Jericho, conquered over 3,000 years ago by the Prophet Joshua. Greek and Roman ruins from a later age dot the countryside.

Rich in history, Jordan is poor in almost everything else. The climate is arid. East and

south of the capital, Amman, lie some of the world's most desolate deserts. The hills of the west and the plains of the north afford marginal farming and grazing, but only the Jordan and Yarmuk river valleys are truly fertile. Jordan has potentially valuable mineral resources but lacks the capital to develop them. Until recently its chief source of foreign exchange

was a \$30 million annual British subsidy. Last January Jordan agreed to take an Arab states subsidy instead, but two of the guarantors, Egypt and Syria, have reneged on their payments. Now faced with a financial crisis, Jordan has enough funds in its treasury to last only a few more months unless the Arab states fulfill their promises—or the U.S. comes to its aid.



**AT WEDDING** in 1955, Hussein, who had succeeded father Talal as king in 1953, escorts his queen, Dina, to throne room through an archway of flags.



**WITH BRITISH ADVISER**, General Glubb, Hussein conferred in 1956 just before he fired Glubb as boss of Jordan army. Later he rejected all British aid.



**ONE OF BIG FOUR**, with King Saud of Saudi Arabia, Presidents Kuwatly of Syria, Nasser of Egypt, Hussein (right) joined recent "summit" meeting.





AT VILLEFRANCHE ON RIVIERA, SIXTH FLEET SAILORS SAY HASTY FAREWELLS BEFORE BOARDING SHIP

## QUICK ACTION TO HEAD OFF A WAR

As the Sixth Fleet left French and Italian ports to bolster Hussein, the sailors it left ashore were quickly rounded up and flown off to join their ships. One disappointed seaman spoke for them all when he heard the news: "This little king has trouble keeping house and I gotta lose my only chance to see Paree."

Heading for the strife-torn Mideast, the fleet got set for action. Its biggest ship, the 60,000-ton carrier *Forrestal*, took on fuel while supporting ships—the smaller carrier *Lake Champlain*, the battleship *Wisconsin*, two cruisers

and a flotilla of destroyers and submarines—assumed combat positions. Aboard the fleet's attack transports were 1,800 Marines and the equipment they would need to make a forced landing. This week another battalion of Marines sailed from the U.S. to join them.

The dispatch of the Sixth Fleet was a bet that a show of force would make any use of force unnecessary. The determined action was a firm warning to Hussein's enemies, both in and out of Jordan, that to tamper with Middle Eastern peace was to challenge the U.S.



HEADING TO SEA, *Forrestal* (center) is watched from Cannes as two destroyers and a transport (behind destroyer at left) escort her from the harbor.

KEY STRIKING FORCE—A3D bombers—are on *Forrestal*. Here, earlier this year, carrier takes fuel from oiler while tender (right) waits with supplies.



AIRBORNE SAILORS, who were on leave in Paris when fleet sailed, arrive by plane in Naples, Italy, where they boarded a destroyer tender to catch up.





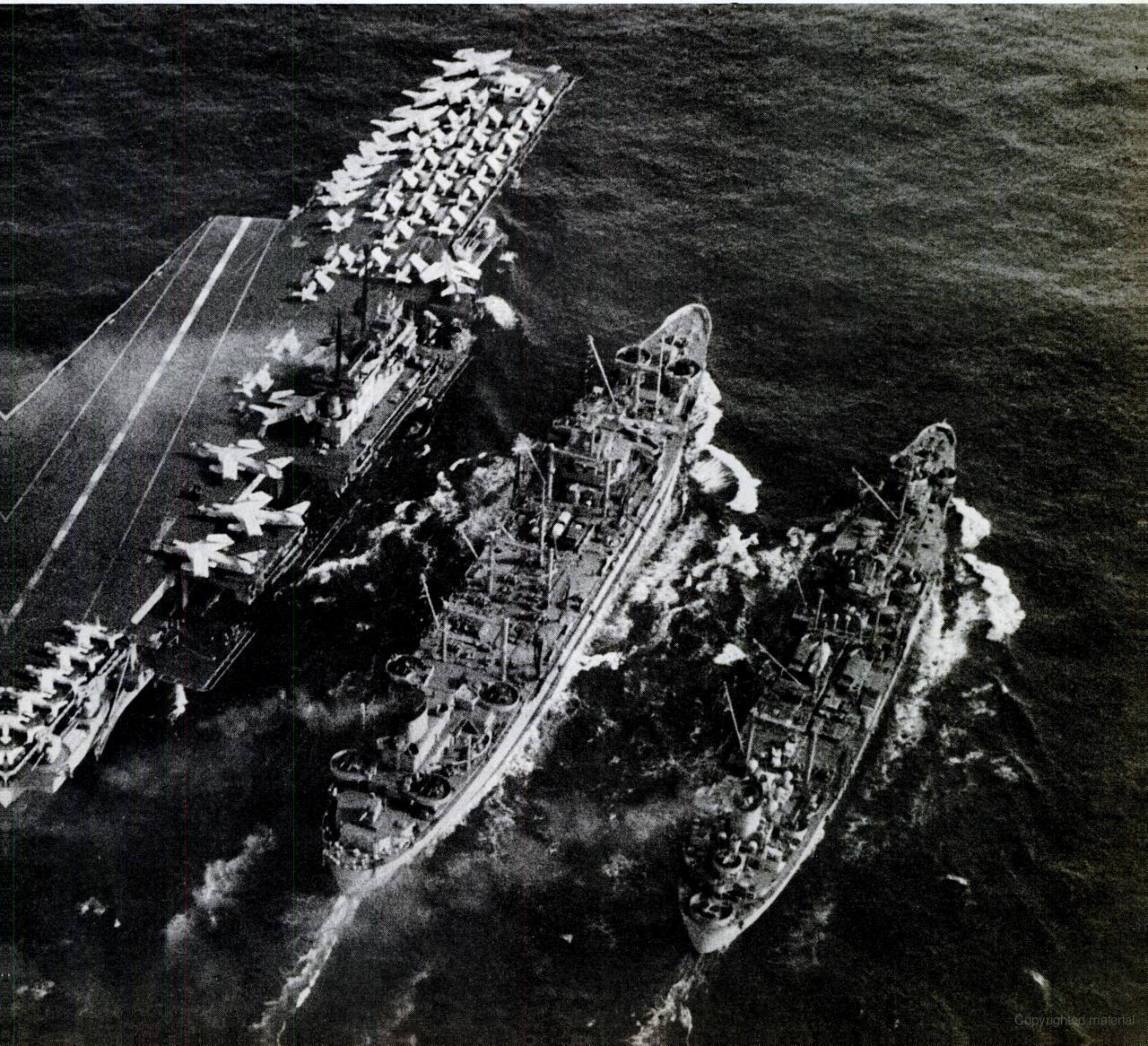


**SIXTH FLEET COMMANDER**, Vice Admiral Charles Brown, who compares his job to "sitting on top of a volcano" (LIFE, Dec. 10), strides across

deck of flagship, the cruiser *Salem*, after inspecting fleet by helicopter. In addition to bombers, his carriers have night fighters and air-to-air missiles.



**BUST OF FORRESTAL**, the late U.S. Secretary of Defense for whom Sixth Fleet carrier was named, occupies a place of honor on ship's quarterdeck.







### RUNDOWN RUNNERS AFTER LOSS OF A LAP

In Atlanta two high school runners came to the end of their laps looking like the losers they were. Attempting to qualify at a regional meet in the two-mile relay race, Billy Hughes

collapsed right after he passed the baton. Dan Parish, who finished behind him, managed to stay on his feet although badly bushed, but both his team and Hughes' failed to qualify.



### AFTERMATH OF ORVILLE

Outside Chicago's City Savings and Loan Association angry depositors were reassured by an official. The bank, whose principal owner was linked with embezzler Orville Hodge (LIFE, April 15), was rumored to be deficient in funds. Next day when the bank opened, depositors were permitted to make out withdrawal slips. But the slips would not be honored for 60 days.

### FLOOD OF FISHERMEN

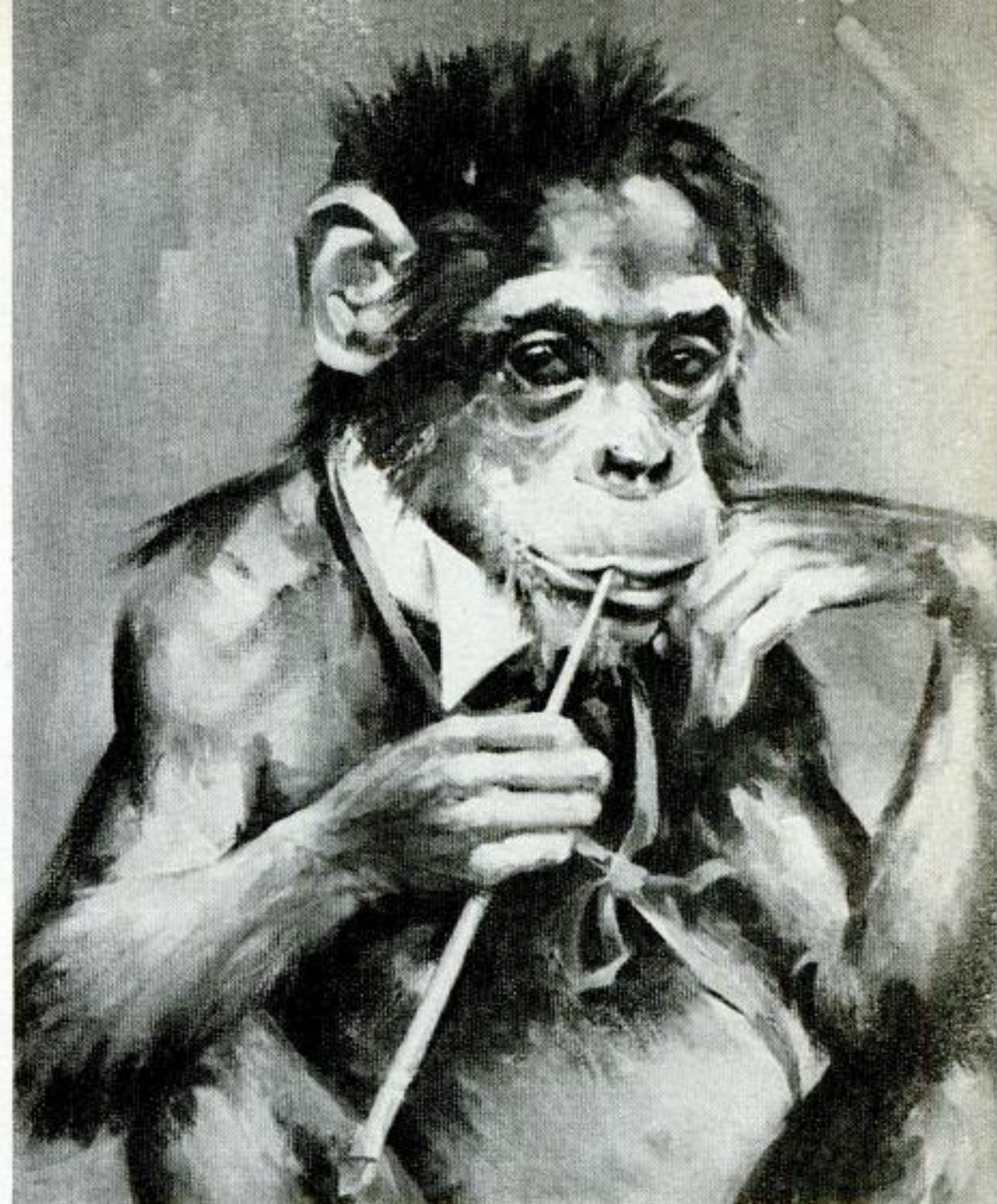
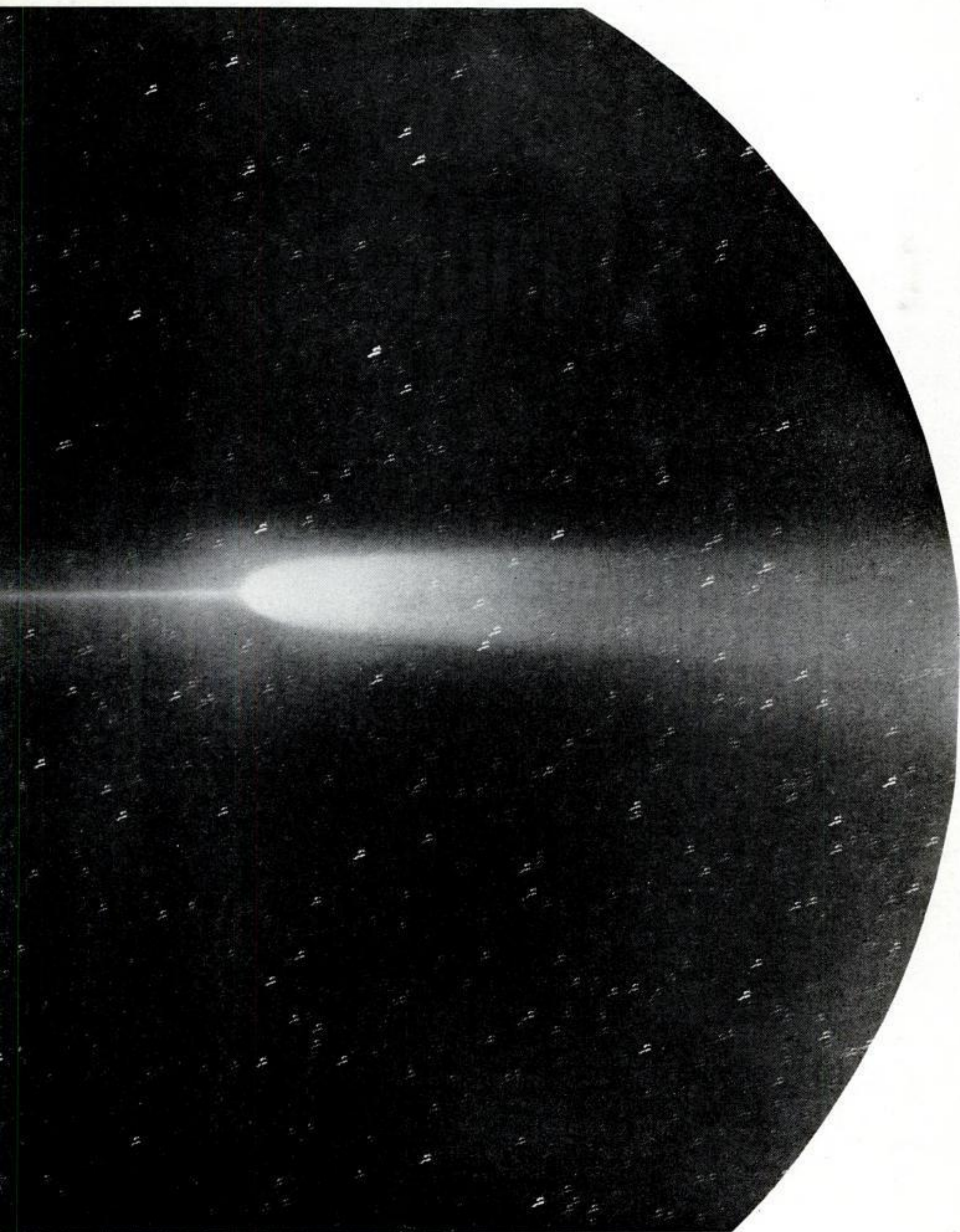
At White Rock Lake in Dallas heavy rain sent water cascading over a spillway, bringing good luck to fishermen who filled their nets. In other areas of Dallas and central Texas, cloudbursts relieved a severe drought but caused the worst floods in 10 years. Coupled with a series of tornadoes, they drove hundreds of people from their homes and left at least eight dead.

# A LOOK AT





# THE WORLD'S WEEK



## PORTRAIT OF ARTIST

A portrait of Betsy, fingerpainting chimpanzee from Baltimore, raised artistic eyebrows in Syracuse, N.Y. Submitted for an exhibition by Painter Charles Grupp it was rejected—not because it made a monkey of artists, but, said the judge, “purely on its merit as a work of art.”

## VIEW OF NEW COMET

← A new comet, the brightest in 20 years, flashed across the skies of the Northern Hemisphere. It was some 53 million miles from the earth, heading in the opposite direction. Seen in a 20-minute time exposure, the comet has a thin jet of escaping material extending 2.5 million miles to the left. The wide glare to the right, also 2.5 million miles long, is the comet's tail.

## ↓ WINGLESS VICTORY

Under the shattered wing of a DC-3, Captain Dale Welling (*fifth from right*) was congratulated by Arizona Senator Barry Goldwater. Enroute from Prescott, Ariz., the DC-3 hit a downdraft and suddenly dropped 1,900 feet, striking a mountainside which sheared off 12 feet of the wing. But the plane regained its altitude and Welling brought her safely into Phoenix.







**GOING IT ALONE** through a dense fog, a "Sneaky Pete," an ore boat which elected to break away from

the convoy, picks its slow course through the thick ice. The fog, which is here just beginning to lift,

had held the convoy motionless for 18 hours, and the 30-mile trip across Whitefish Bay took 40 hours.

## A TRIAL BY ICE FOR ORE SHIPS

Churning west through the Soo locks into Lake Superior to pick up Mesabi Range ore at Duluth and other ports, the year's first big flotilla of ore carriers ran into the worst ice jam in 50 years. Most of Whitefish Bay, the big lake's eastern entrance, was blocked by a three-foot-thick sheet and dotted with wind-tossed ice hillocks 25 feet high.

The Coast Guard icebreakers face the ice problem every year but no one aboard could remember conditions ever being so bad before. The cutters formed the ships into long convoys (*right*) for the slow, perilous journey through the ice. Dense fog (*above*) forced the ships to a standstill. The ice caught others in a viselike grip and punched holes in steel hulls. Back of the locks 60 more ships were stacked up, awaiting clearance, and because of the historic ice pack the ore-carrying season would be two weeks late getting under way.

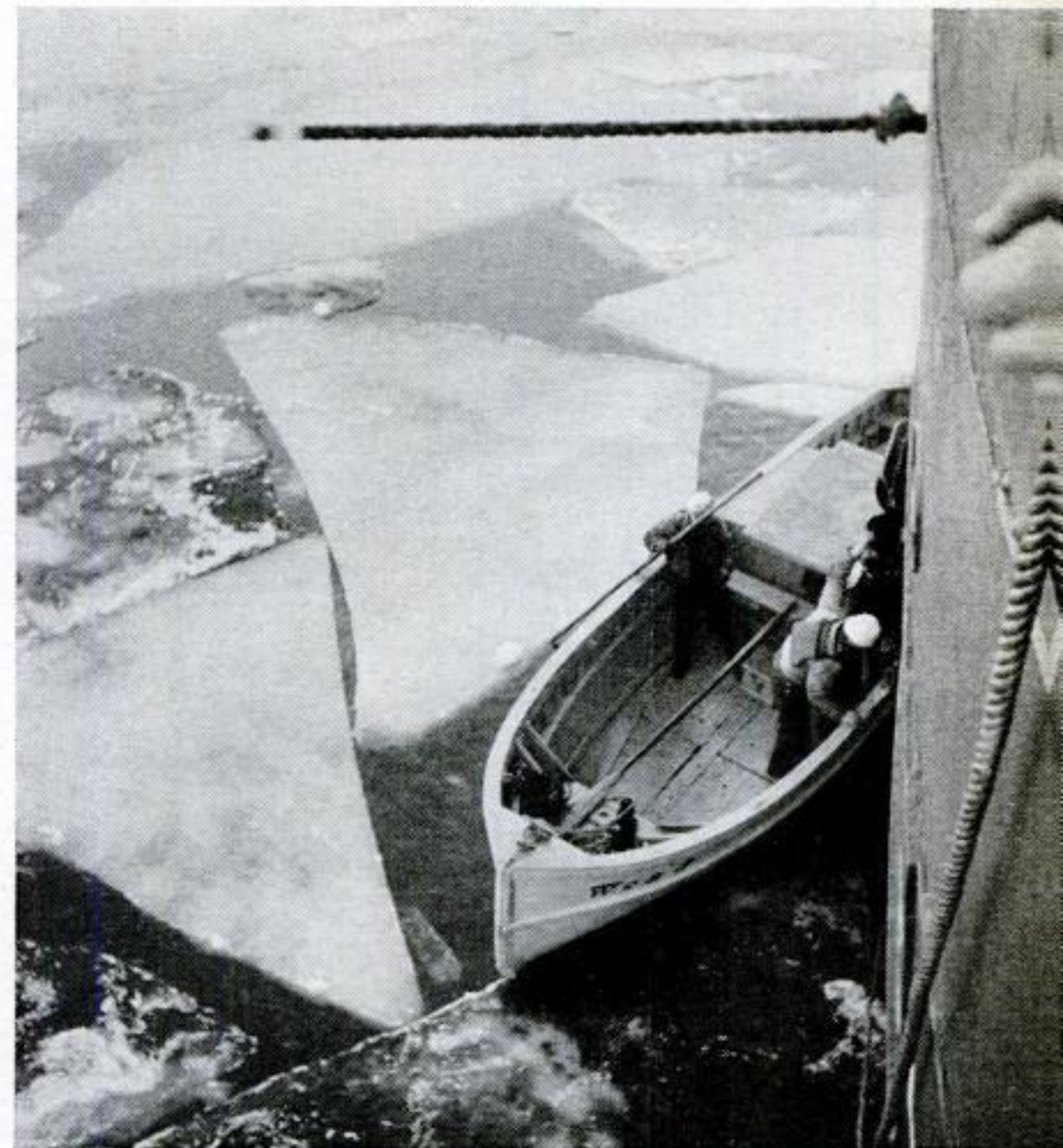
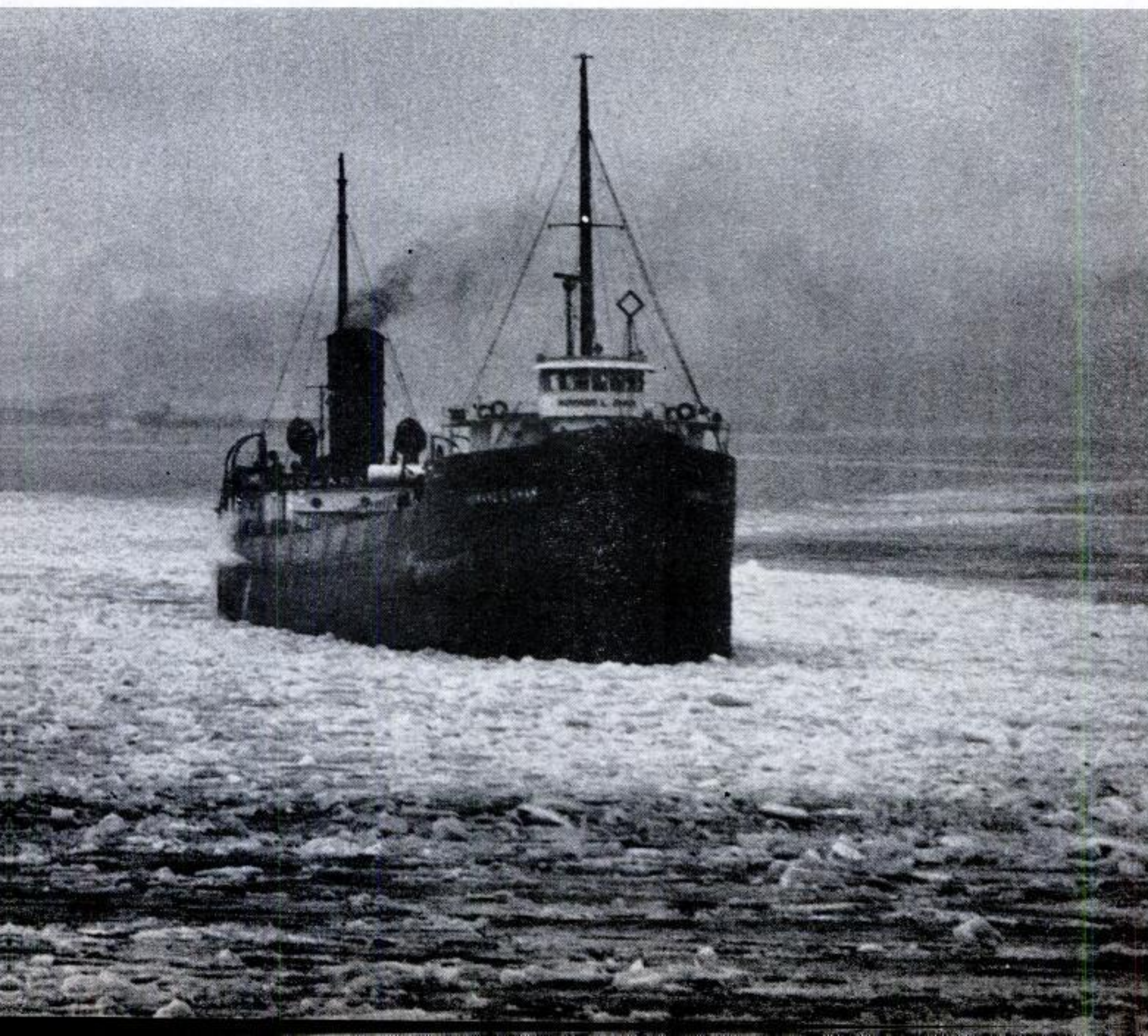






**FORMING INTO CONVOY** (*below*), which numbered 26 ships, ore boats fall in line and head west

into Whitefish Bay, following a channel opened by icebreakers. Two miles ahead the ice turned solid.



**EMERGENCY REPAIRS** on hull of ore boat *Gary* begin from lifeboat of cutter *Woodbine* (*see below*).



**FORCING A PLUG** into hull, Coast Guardsman works while another keeps boat from jamming ship.



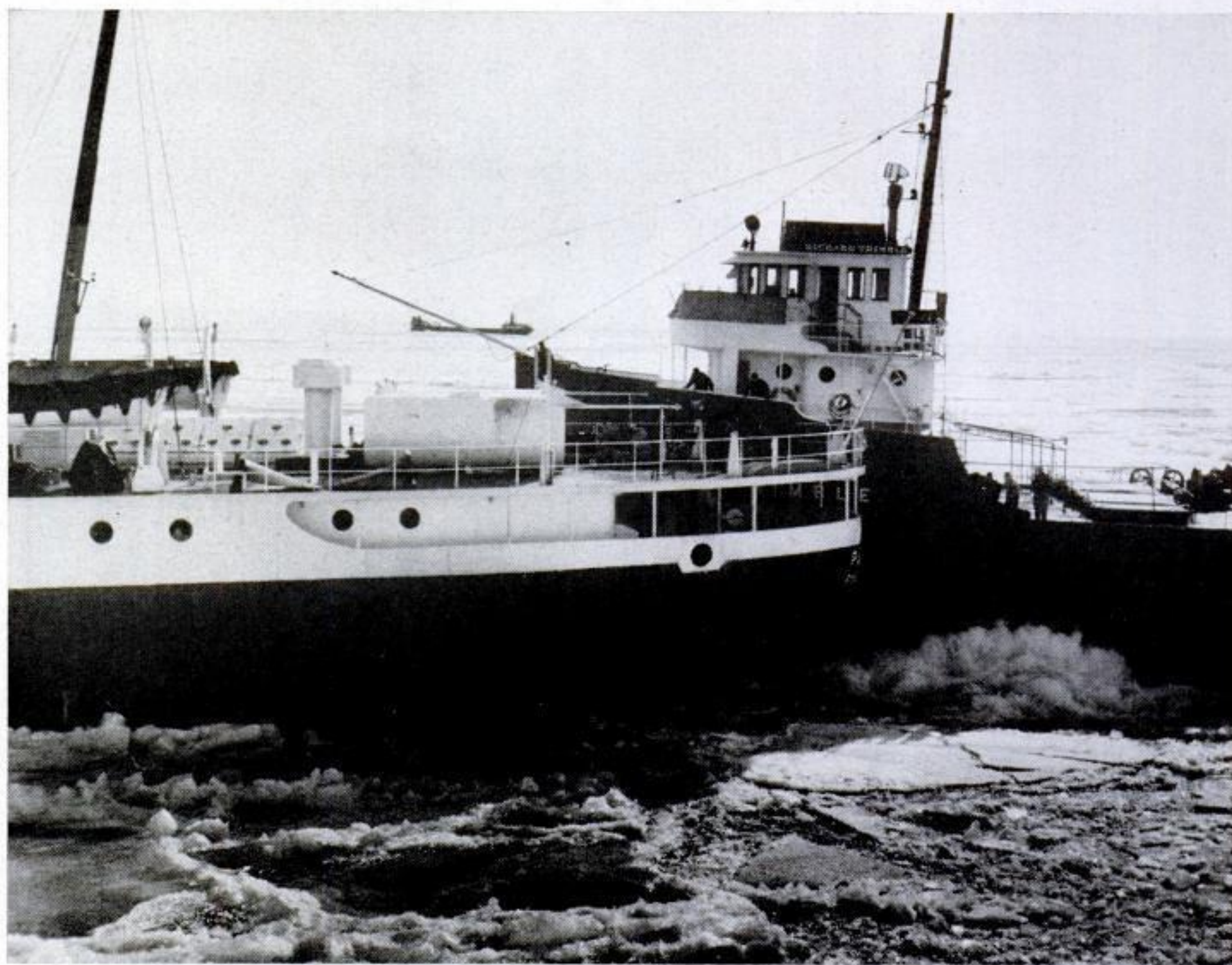
**MAKESHIFT PATCH**, a mattress, is wedged against the hole inside the *Gary's* hull to slow the leakage.



## Trial by Ice CONTINUED



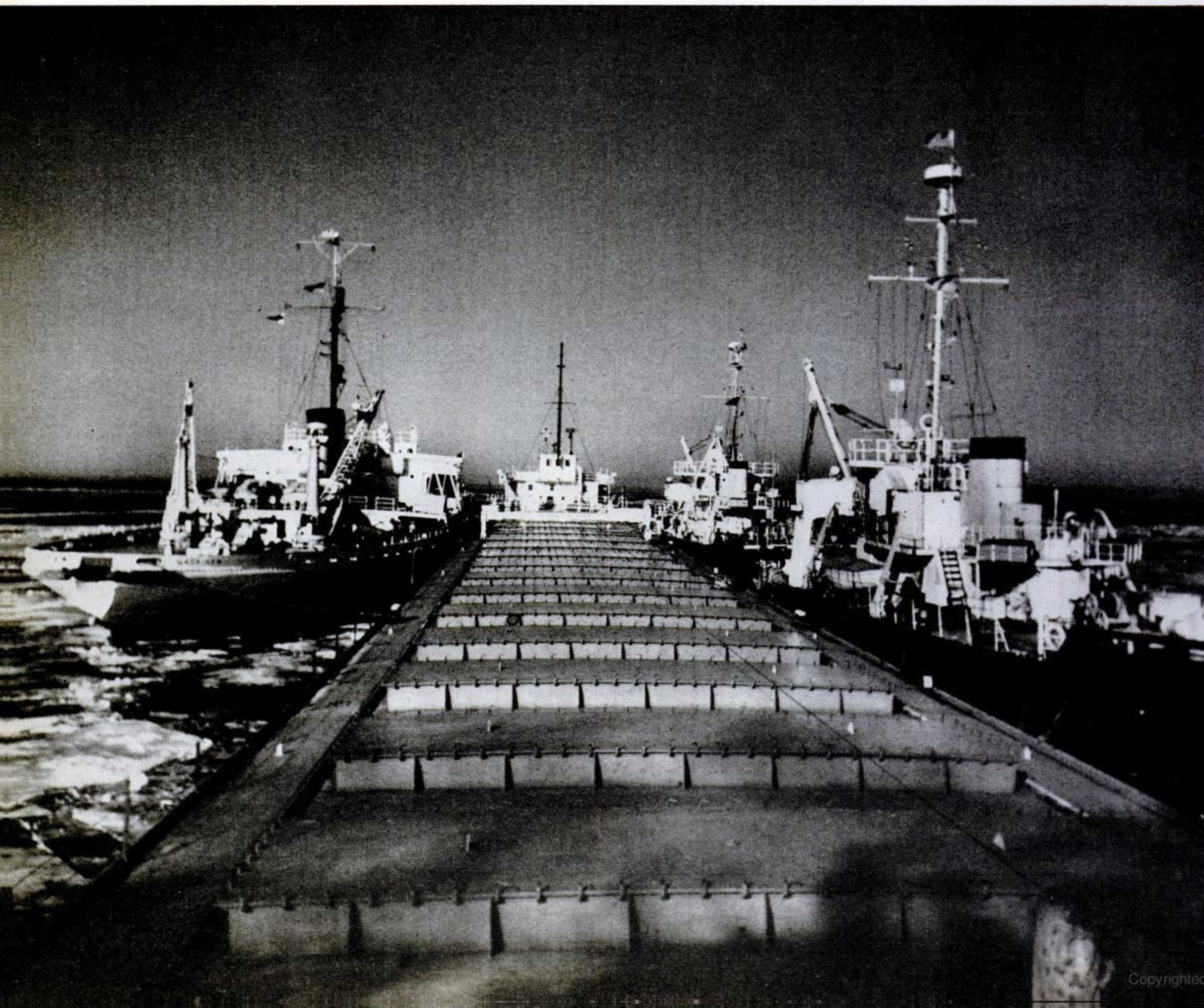
**CAPTIVE CUTTER** *Acacia*, helping ore boats, gets hung up. The weight on boom helps her rock free.



**COLLIDING ORE BOATS** are forced into each other and driven toward shore by the pressure of

the ice. The ships had tried to pick their routes through ice in dense fog. Neither was badly damaged.

THE CUTTERS "ACACIA" AND "WOODBINE" AT RIGHT AND "MACKINAW" AT LEFT SURROUND THE "GARY" AS, HULL PATCHED, SHE GETS SET TO RETURN TO PORT







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# STEP TOWARD LAW FOR SUEZ

## A HORIBL EXAMPL

Professional writers, including those who compose editorials, are not necessarily good spellers and should be in the market for simplification. Let's look at a proposal from *Torch*, the Smithsonian Institution magazine, which would embark on a simplified spelling program in 1957 by substituting "s" for soft "c."

"In 1958," says the *Torch*, "the hard 'c' would be replased by 'k'. . . . Not only would this klarify the konfusion in the minds of spellers but typewriters and linotypes kould all be built with one less letter. . . . In the subsequent blaze of publicity, it would be announsed that the troublesome 'ph' would henseforth be written 'f'. This would make words like 'fonograf' 20 percent shorter in print.

"By 1959 publik interest in a fonetik alfabet kan be expekted to have reatshed a point where more radikal prosedures are indikated. We would urge at that time the elimination of al double leters whitsh have always ben a nuisance and desided deterrent to akurate speling.

"We would al agre that the horrible mes of silent 'e's' in our language is disgrasful. Therfor, in 1961, we kould drop thes and kontinu to read and writ merily along as though we wer in an atomik ag of edukation. Sins by this time it would be four years sins anywun had used the leter 'c' we would then sugest substituting 'c' for 'th'.

"Kontinuing ces proposals year after year, we would eventuali hav a reali sensibl written languag. By 1975 wi ventyur tu sa cer wud bi no mor uv ces teribli trublsun difikultis."

At the risk of being against progress, maybe we should regard the foregoing as a horibl exampl and be content with spelling we have almost mastered.

The U.S., like all big maritime powers, has a vital interest in keeping the Suez Canal open to everyone on equal terms. The U.S. also has a deeper interest. Having stopped the British and French in their effort to re-internationalize the Suez by force, the U.S. has the moral responsibility to see that a solution is achieved that all nations can rely upon.

It is in the light of this duty that Americans must judge the canal plan which Egypt's President Gamal Nasser sent to the United Nations last week. Before one attempts to judge it, it is useful to review the background of the dispute. The canal, prior to Egypt's forcible seizure last July, had operated under an international treaty signed at Constantinople in 1888, guaranteeing free access to the canal to all nations. Egypt, even before seizing the canal, violated this treaty by denying use of the canal to Israel. In 1951 the Security Council of the U.N. ordered Egypt to cease this violation. Egypt did not.

After Nasser seized the canal, the U.N. again took up the issue. Last Oct. 13 it laid down—and Egypt then accepted—six principles deemed necessary for the proper operation of Suez. These principles were: access to all nations alike, Egyptian sovereignty, non-political operation, arbitration of disputes on operation, use of tolls to develop the canal, setting of tolls by mutual negotiation. Then came the British-French invasion.

Egypt has refused since to share any part of the canal's management with other nations. Six weeks ago it did ask the U.S. to "comment" on a proposed declaration by Egypt, entirely unilateral (one-sided), on future management of the canal. The U.S. has tried to persuade Egypt to liberalize this plan in the direction of greater international control. Nasser did not make all the changes the U.S. sought. Nevertheless Nasser has made certain important concessions:

- He pledges to refer any disputes between Egypt and the signers of the original 1888 canal treaty to the World Court.
- He pledges to submit any complaints of discrimination to arbitration, with each party choosing one arbiter and the World Court a third; he also pledges to accept a majority decision of the three arbiters as "binding" and to carry it out in "good faith."
- He promises not to boost tolls more than 1% in any year except after negotiation with the users, again with arbitration of disagreements provided.
- He agrees to set aside 25% of the tolls to develop the canal.
- Also, by registering the declaration with the U.N., Nasser gives this document, unilateral though it is, the character of an international obligation.

Thus Nasser offers to the world a considerable number of pledges of specific substance. And so far, so good.

Ambassador Henry Cabot Lodge told the U.N. that Nasser's plan is inadequate. It fails particularly, says Lodge, in ignoring the "organized cooperation" between Egypt and the canal users which would make the canal's management truly international and dependable. But Lodge also says that we can only wait and see how Nasser fulfills his pledges.

Even the promises Nasser does make may have some holes in them. On the face of it his arbitration promise seems eminently reasonable. Yet he refused a U.S. request on this to stipulate that any two arbiters could make a quorum. The U.S. asked this because the World Court ruled in one case, where a nation had refused to appoint its own arbiter, that the case could not be arbitrated. Egypt conceivably could use this gimmick to thwart the principle of arbitration. Nevertheless, unless Nasser does try tricks of that sort, he should have the benefit of any doubt.

Nasser is known to fear the political repercussions at home if he makes any concessions to Israel. At the same time he is anxious to avoid the moral condemnation of the world and it is possible that he might do it if he could grant Israel passage in an indirect way that would "save face," that is, by a World Court decision.

In any case his plan does profess a respect for the principles of law and order and the sanctity of contracts. Indeed, his entire declaration goes out of its way to assert and reassert the sanctity of the original 1888 treaty and Egypt's intention to fulfill its requirements—except for the one-party nature of the new management.

All this is laudable. If the world is to progress toward a true peace it can do so only as more nations accept a rule of law, and honor their own pledged word once given. To the extent that Nasser does this, his declaration is a hopeful sign. If he does not, then the U.S. will have to take political or military action as part of its general responsibility to establish law and order in the Middle East.

By calling off the invasion Britain and France made what President Eisenhower called "an immense contribution to world order." And he added, "Also they put the other nations of the world under a heavy obligation to see to it that these two nations do not suffer by reason of their compliance with the United Nations resolutions." That heavy obligation remains. The interdependence of modern nations and the vulnerability of their economic life lines are both too great for anyone to think that major nations can, or should, wait forever for recognition of their right both to existence and to an uninterrupted flow of their trade without blackmail from a relatively powerless nation.





KERALA (RED) LIES IN SOUTHWEST INDIA

# REDS SNAP UP STATE IN INDIA

## They cash in on Kerala's chaos

In India, a legally appointed Communist government was methodically taking over the little Indian state of Kerala (*map above*) after the biggest free-election victory the party has ever won anywhere. The Communists won on local issues. Kerala is smallest and poorest of the Indian states, and also the most literate. Its literacy rate is 52% compared to 18% for the rest of India. But its 13.6 million people are crammed into 15,000 square miles, and they are split between Moslem, Hindu and Christian. Kerala's government has been so corrupt and unstable that four of Nehru's Congress party regimes have collapsed since 1952 and the central government has had to take over. Worst of all, there are 1.5 million unemployed.

In this sorry atmosphere, the Communists found easy going. Depressed by poverty and impressed by Nehru's warm reception of Khrushchev and Bulganin in November '55, the people gave the Communists 60 seats in Kerala's 126-seat assembly and the Congress party 43. In firm control, the Communists swore in as chief minister their party's ex-general secretary, Elankulam Manakkal Sankaran Namboodiripad (*below*), and set out to exploit victory.



**TAKING OFFICE,** Namboodiripad (*right*) is sworn in by Kerala's governor, Dr. B. Ramakrishna Rao, who is the virtually powerless head of the state.







**RED GESTURE** after election victory was release of more than 100 political prisoners who had been jailed at Trivandrum, the capital, on charges ranging

from murder to political rough stuff. Here a jeep-load, en route home, is cheered in a small village. Reds also commuted all death sentences in Kerala.



← **UNEMPLOYED YOUTHS**, many of them college graduates, wait to apply for work as bus conductors. There were 12,000 applicants for 200 vacancies.

**POVERTY-STRICKEN FARMERS** pull an ancient plow through rice field. Kerala grows less than half the rice it needs. Big cash crops are tea, pepper, nuts.





**RED CABINET MEMBERS** leave their offices at Trivandrum, Kerala's capital, and stroll across lawn for lunch. At left is Chief Minister E.M.S. Namboodiripad.

Kerala CONTINUED

## FOR A STARTER, THE SOFT SELL

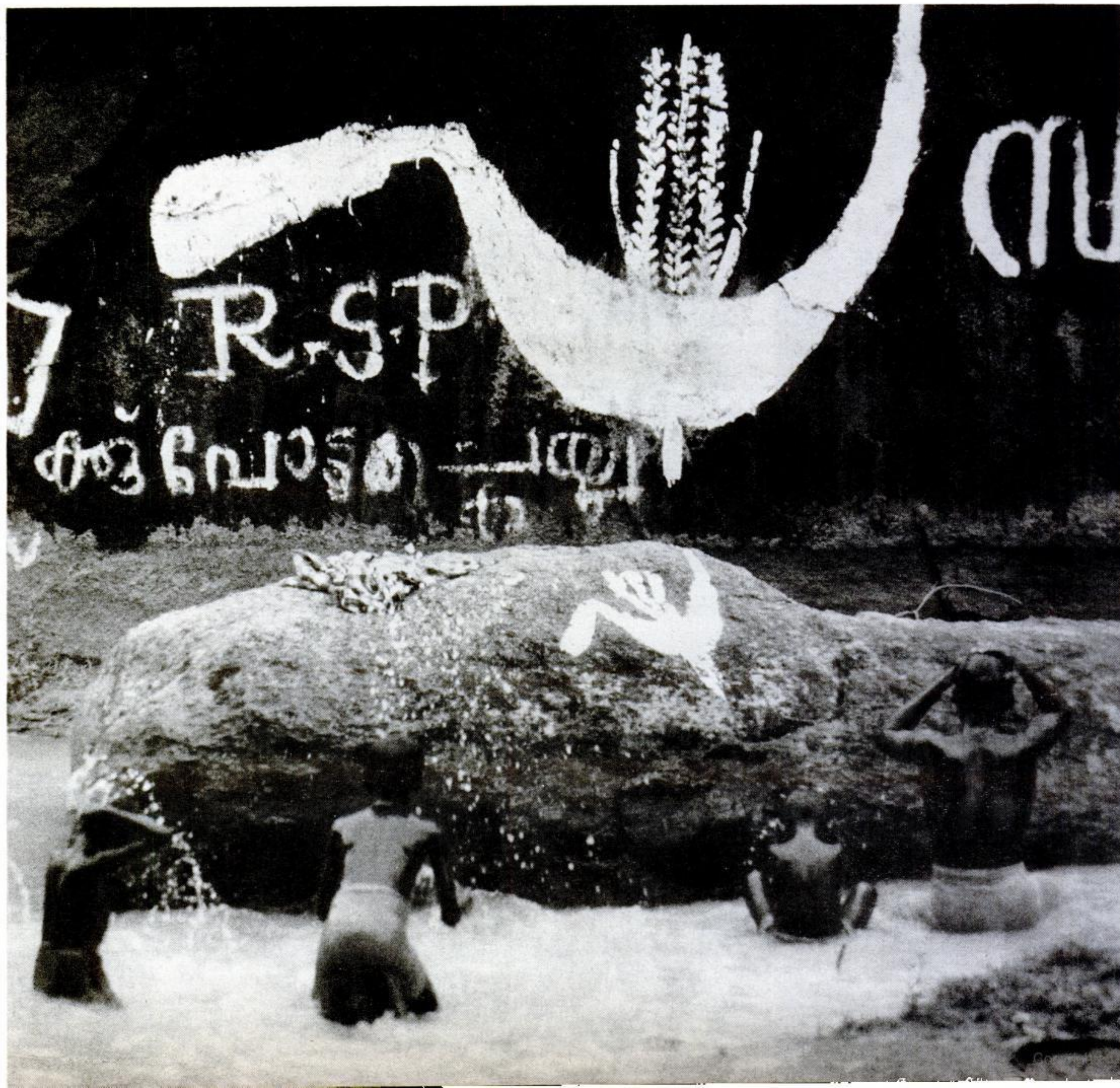
Nehru, who cooperates with Communists abroad but tries to keep them down at home, spoke bitterly against the Communists in Kerala. He warned the people that the party always "lives on the edge of violence." But nothing could be further from the new government's plans. It counts, instead, on sweet reasonableness to win new converts. "We are not going to do wonderful things through drastic change," said party strong man Govindan Nair. "What we want is to be able to get the confidence of people elsewhere in the country."



**STRONG MAN NAIR IS 47**

The Communists began by saying they would operate within the constitution. They went out of their way to endorse some central government statements. The ministers voted themselves monthly salaries of \$72—half those of the last regime. But they raised the salaries of thousands of politically valuable village headmen 3¢ to 4¢ a month. And they talked of nationalizing—with compensation—Kerala's dozen foreign-owned tea and rubber plantations which total some 300,000 acres. The central government could easily block the nationalization move by denying Kerala the funds. But as for the rest, it could do little more than nervously watch an enemy capitalize on the mistakes the local Congress party had made.

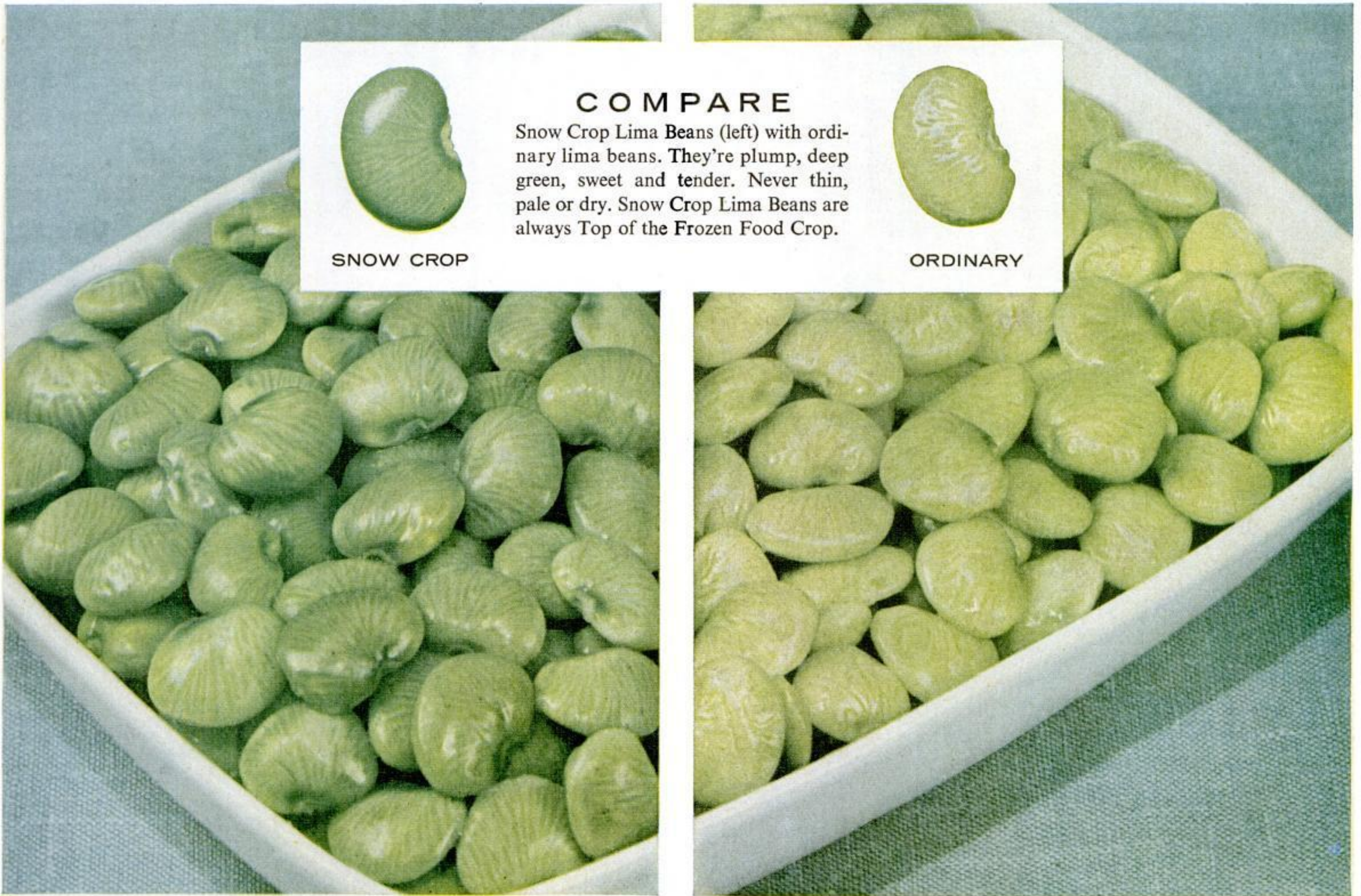
**UNDER THE RICE AND SICKLE EMBLEM OF KERALA'S COMMUNIST PARTY BLAZONED ON ROCKS BEHIND THEM, YOUNG WORKERS FROM THE RICE FIELDS BATHE**





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FROZEN FOODS®



**Try the "Whole Orange" Orange Juice**

Compare Snow Crop Fresh-Frozen Orange Juice with ordinary frozen juices. Only Snow Crop keeps in what the others *strain* out—the vitamin-packed "meat" of the whole orange. So get the orange juice that's rich, flavorful, delicious. Get Snow Crop—the "whole orange" orange juice!





*It likes to flex those  
big new muscles!*

*The Sweet, Smooth and Sassy '57 Chevrolet . . .*





*The Bel Air Sport Coupe shows the solid quality of its Body by Fisher.*

New muscles under the hood — with a choice of *five* precision-balanced new powerplants—to move you along in eager and effortless smoothness. New muscles to grip the road even more tightly and lay into the curves even more solidly. New muscles to give you a new lift in driving!

Here's a car designed to put the sparkle back into driving, a car that gives you that glad-to-be-alive feeling the moment you nudge the

throttle! Part of the pleasure is performance—and part is the wonderful sense of security that comes from Chevy's superb road-holding and precision control.

*How* do you like to drive? There's a Chevy combination to suit every motoring mood, from the thrifty Six to the terrific Corvette V8, from the sports car *close-ratio* stick shift to the free-flight feeling of either of Chevrolet's two automatic drives.\* Whenever the miles seem dull and motoring a chore, remember this: There's a sure cure—and we have the key to it.

SEE YOUR AUTHORIZED CHEVROLET DEALER



\*Corvette engine, close-ratio transmission, Powerglide and Turboglide automatic transmissions—optional at extra cost.





# Whatever you want in portable TV your RCA Victor dealer has it—from \$99.95

Choose from a wide variety of portable TV—smart “*Personals*” . . . powerful family-size portables . . . in solid colors and beautiful two-tone styling—take your pick!



**LOWEST PRICE** in RCA Victor history for quality TV! With handle, antenna connection, 36 sq. in.\* screen. Ebony “*Personal*.” (8PT701) \$99.95.



**DELUXE FEATURES:** V-type antenna, tilt stand, “Hidden Panel” tuning. Red, gray, ivory or ebony “*Personal*,” 36 sq. in.\* screen. (8PT703) \$125.



**FAMILY-SIZE** 108 sq. in.\* *Sportster* includes convenient handle, side tuning and antenna connection. Comes in gleaming ebony finish. (14S705) \$129.95.



**SMART TWO-TONE** styling makes the *Stylist* welcome anywhere. 108 sq. in.\* screen. In ebony & gold, blue & gray, garnet & gray. (14S706) \$134.95.



**HIGH-POWERED** *Wayfarer* features V-type telescoping antenna, leather handle, 108 sq. in.\* screen with “Living Image” picture. In red, gray, ivory and three two-tone finishes. (14S707) \$149.95.



**BIG SCREEN—SMALL CABINET!** 150 sq. in.\* *Ensign* features new shorter tube, V-type antenna. It's a big set that's *really* easy to carry. In four smart color combinations. (17S709) \$169.95.

EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION



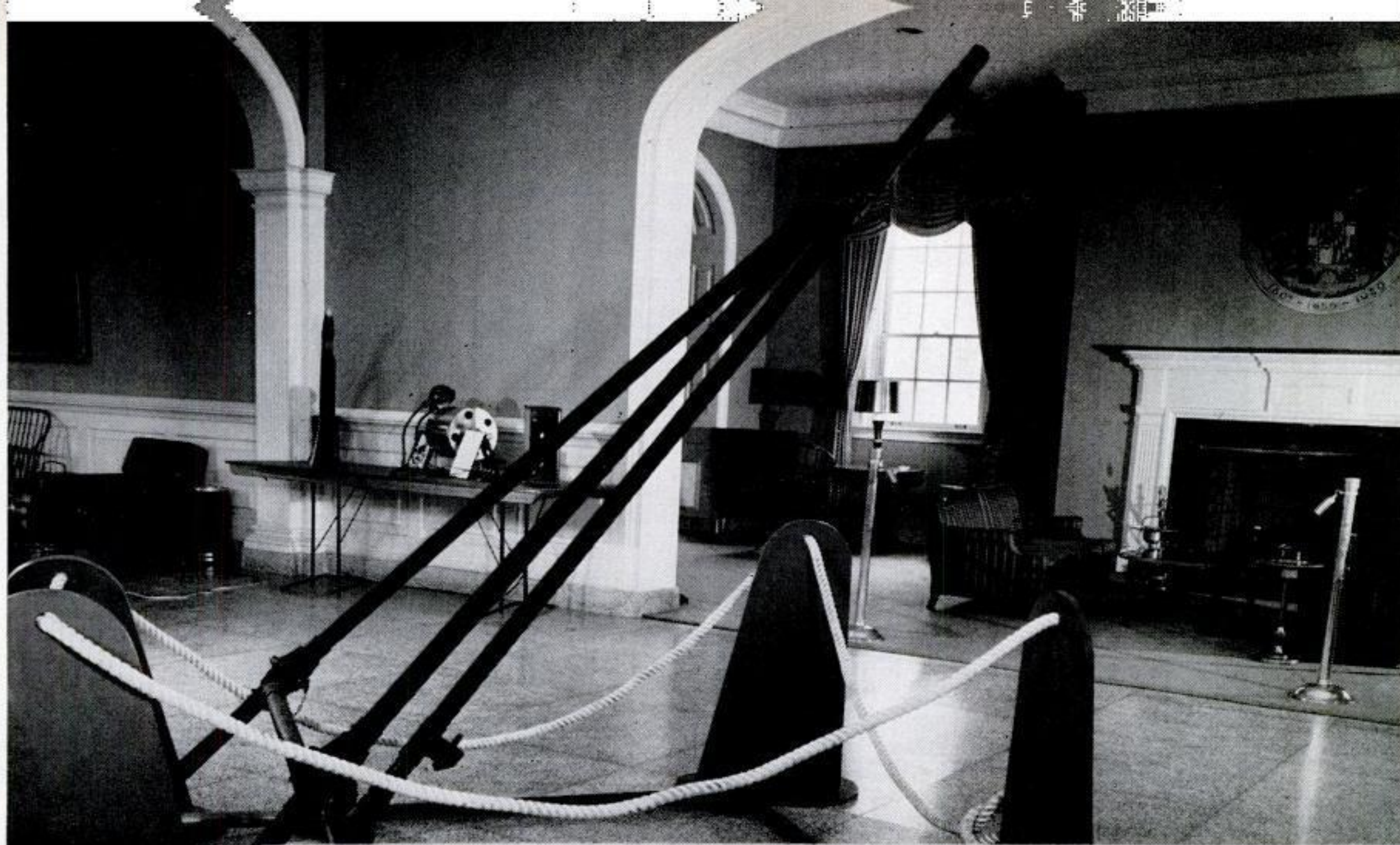
**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



**AT YOUR SERVICE!** Low-cost RCA Victor Factory Service Contract for maintenance of “*Personal*” or portable TV, only \$14.95. Manufacturer's nationally advertised VHF list prices shown, UHF optional, extra (not available on “*Personal*”). Some models slightly higher far West, South and Canada. Prices and specifications subject to change.

*Square inches of viewable picture area	36	108	150
Picture tube, overall diagonal (inches)	8	14	17





**MISSING**, launched by persons unknown, the rocket leaves an empty cradle in display in the Student Union. Pranksters who took rocket and left note taped to the exhibit sign evidently entered building through window.



**FOUND AGAIN**, the nose section of the two-stage rocket is dusted (below) by a detective for fingerprints on the roof where it had been hidden. One nearly indistinguishable print was discovered and then forwarded to the FBI.

## SURPRISE RISE FOR A ROCKET

Rockets are now an almost everyday part of the American scene, but they have not yet lost their power to fire the imagination, especially of college students in springtime. Republic Aviation recently placed a 15-foot, 50-pound, hollow model of the Terrapin, its high altitude research rocket, on display in the University of Maryland's Student Union. Three days later, when the union was opened for business, the rocket was missing, with only an evocative note (*above*) to indicate where it might—or might well not—have gone.

The campus police were quickly alerted. The model was needed next for an important display at the American Rocket Society meeting in Washington. But it soon turned out that the rocket, obviously powered by collegiate hands, had followed a very short trajectory. A college employe found it that afternoon, neatly dismantled and camouflaged with leaves, atop a nearby building.

"Panty raids are one thing," cried the dean, "but this shows a clear disrespect for the advancement of science." A detective dutifully examined the retrieved rocket for fingerprints (*right*). But the rest of the campus was just pleased that the Terrapin had been released, if only briefly, from its earthbound status.

CONTINUED





Brush  
Your Teeth  
with Colgate's...  
**Brush  
Bad Breath  
Away!**



And Colgate's with GARDOL  
Fights Decay All Day, Too!

Colgate Dental Cream with Gardol stops mouth odor all day for most people . . . with just one brushing! Gives you that fresh-clean feeling that comes from brushing your teeth with Colgate Dental Cream.

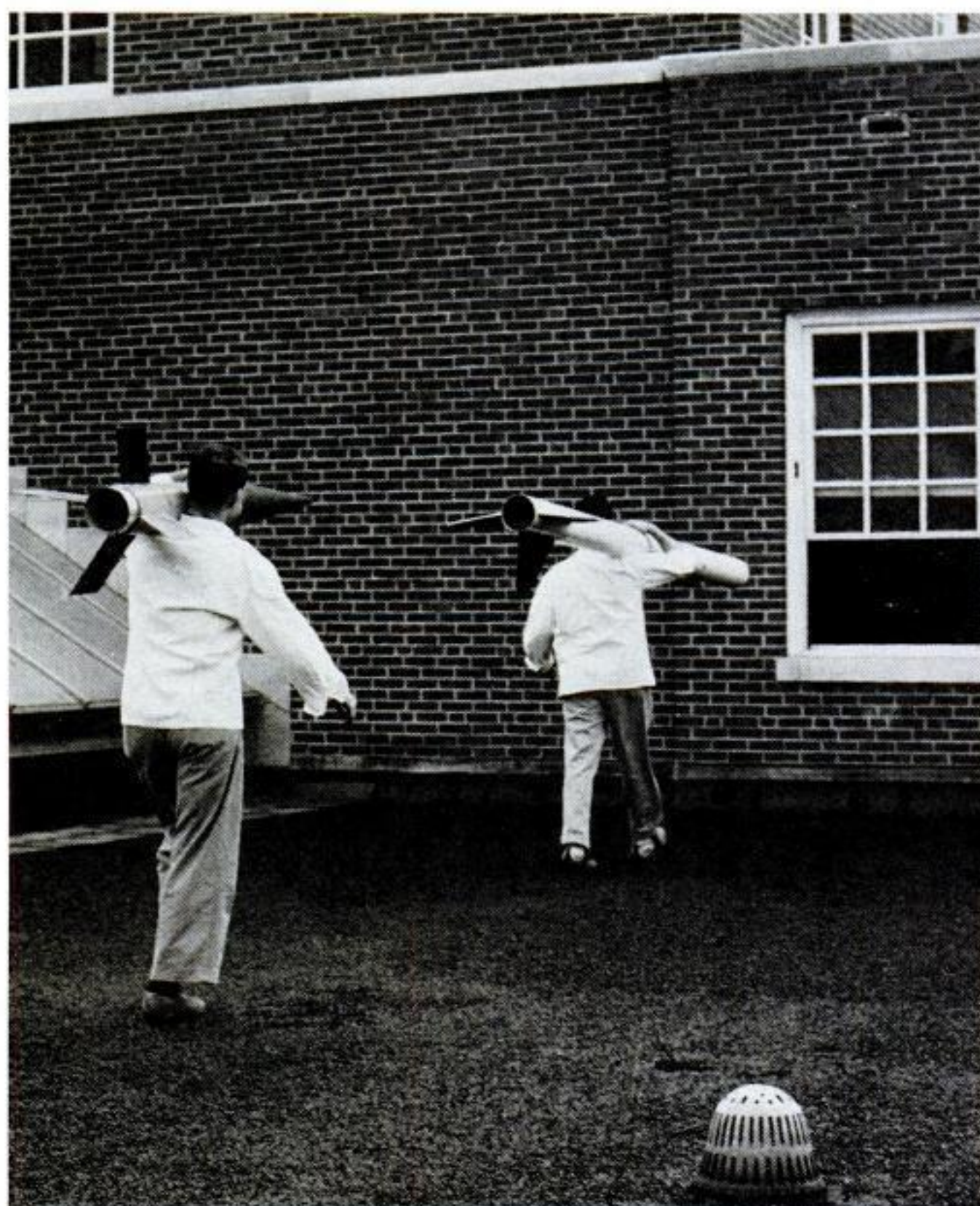
And unlike other leading toothpastes,\* Colgate Dental Cream contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day . . . with just one brushing!

Gardol's invisible shield fights tooth decay all day . . . with just one brushing.

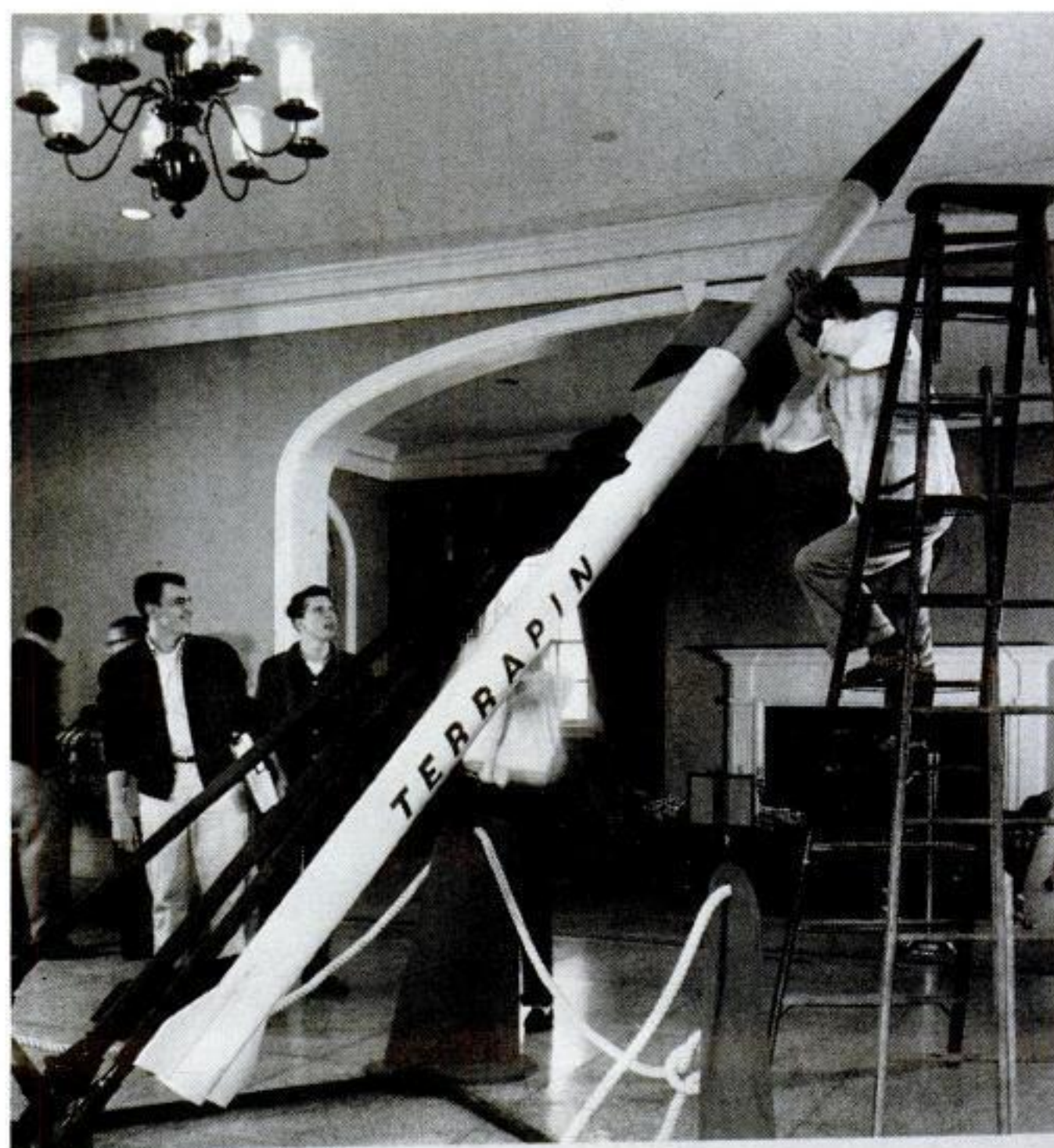


Colgate's with GARDOL  
**CLEANS YOUR BREATH  
WHILE IT CLEANS YOUR TEETH**

Surprise Rocket Rise CONTINUED



**RETRIEVING THE ROCKET**, two students carry it from the roof of the gymnasium. One fin had fallen off but the rocket was otherwise undamaged.



UNIVERSITY OF MARYLAND - REPUBLIC AVIATION CORPORATION  
**TERRAPIN**  
HIGH ALTITUDE RESEARCH MISSILE

00 FT.

PEAK ALTITUDE  
400,000 FT.

2<sup>ND</sup> STAGE

**BACK IN PLACE** in the union, rocket is reassembled. The university's Dr. Fred Singer had directed design of the rocket for the Defense Department.

Now—Faster Help For  
**MUSCULAR  
ACHES,  
NEURALGIC PAIN**



Amazing GM-7 (glycol monosalicylate) plus stimulating oil of mustard in new Musterole speed deeper "baked heat" comfort. Just rub it on—feel better fast! For cold's misery, sprains, strains too. Only rub in 3 strengths, Regular, Extra Strong, and Child's Mild. Save on large size tubes.

**MUSTEROLE**

Soothes, Actually Prevents

**Minor Rashes  
Diaper Rash  
Shoe-Rub**

No ordinary powder can give you this clinically proved *medicated* skin care! Mexsana's absorbent, pure cornstarch base clings close to guard against chafe. Special ingredient destroys surface bacteria. 39¢, 79¢ and \$1.29 at drug counters.

World's Largest Selling  
Medicated Family Powder



A Plough Product



**NO SCRAPE, NO SCRATCH  
NO WEAR AND TEAR  
IF HAIR GETS ALL-DAY  
ACE COMB CARE**

Only ACE completely rounds and smooths each tooth: ends—sides—even between teeth. No sharp edges to scratch scalp or snag hair.

**ACE<sup>®</sup>  
HARD RUBBER  
COMBS**



SMOOTHER • STRONGER • LAST MUCH LONGER



for warm weather comfort...

'BOTANY' '500' gives you the  
*one fine suit*  
that you *deserve!*

#### 'BOTANY' '500' DACRON-WORSTED SUITS

You owe it to yourself to enjoy the complete cool comfort, the distinguished appearance and the exceptionally long wear now made possible by this exclusive blend of Dacron and worsted. And the famous Daroff tailoring makes possible a degree of fit and fashion you just don't find in any other clothing in America at or near this price. Start enjoying it today! \$55



CEIL CHAPMAN puts her Stamp of Approval on THE COOL LOOK

"I have always worked under the principle that good fabric is only half the story of good clothing. Workmanship is at least equally important. Quite often, it's the workmanship that distinguishes the fabric, as in the case of these 'BOTANY' '500' DACTONE suits. This is very vital to 'the Stamp of Fashion' as presented by 'BOTANY' '500' "



**'BOTANY' '500'**  
*tailored by* **DAROFF**

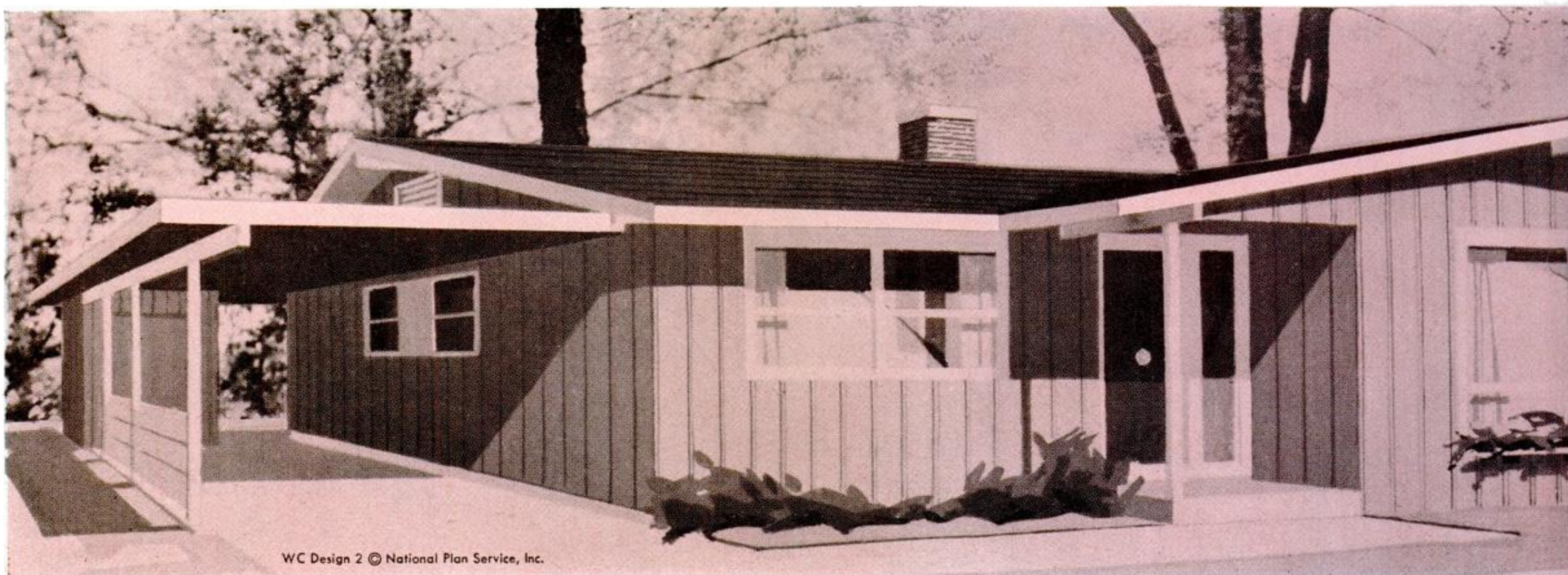
PRICES SLIGHTLY HIGHER IN WEST

AT YOUR 'BOTANY' '500' DEALER, OR WRITE—H. DAROFF & SONS, INC., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

\*'BOTANY' AND '500' ARE TRADEMARKS OF BOTANY MILLS, INC., PASSAIC, N. J. REG. U. S. PAT. OFF. COPYRIGHT 1957, BOTANY MILLS, INC., PASSAIC, N. J.

Dress right—you can't afford not to!





WC Design 2 © National Plan Service, Inc.

## FIRST PRIZE

Women's Congress Home, Design No. 2 sponsored by the National Retail Lumber Dealers Association and its federated associations. Built under supervision of the Lumber Dealers Research

Council (LU-RE-CO). Three bedrooms, living room, family room, Hotpoint all-electric kitchen, Lennox heating and air conditioning, Kroehler furniture. Plans by National Plan Service. Also,

# \$60,000

## EASY TO WIN!

**NO LETTERS TO WRITE!**

**NO PUZZLES TO SOLVE!**

**NO JINGLES!**

to enter, get the sausage package with this



sticker

Next time you buy SKINLESS franks, SKINLESS smoked links or luncheon meats, pick up the package with the \$60,000 sticker. It contains an official entry blank and tells you everything you need to win. Just write your sentence on the official blank or a reasonable facsimile. You can enter as many times as you want, but each sentence must be on a separate entry blank. Mail to VISKING Photo Caption, P.O. Box 7397, Chicago 80, Illinois. Lloyd Herrold organization processes entries. Employees of VISKING and of its affiliates, associates or subsidiaries or their respective advertising agencies or their families are not eligible.

### Win every day with skinless treats and luncheon meats

You just can't miss when you serve SKINLESS franks, SKINLESS smoked links and tasty, energy-rich luncheon meats processed in VISKING casings. Wonderful hot or cold—for snacks or a delicious meat meal.

Contest closes at midnight June 30, 1957. Prizes will be awarded only in the U.S.A. Void where prohibited, restricted or license required.

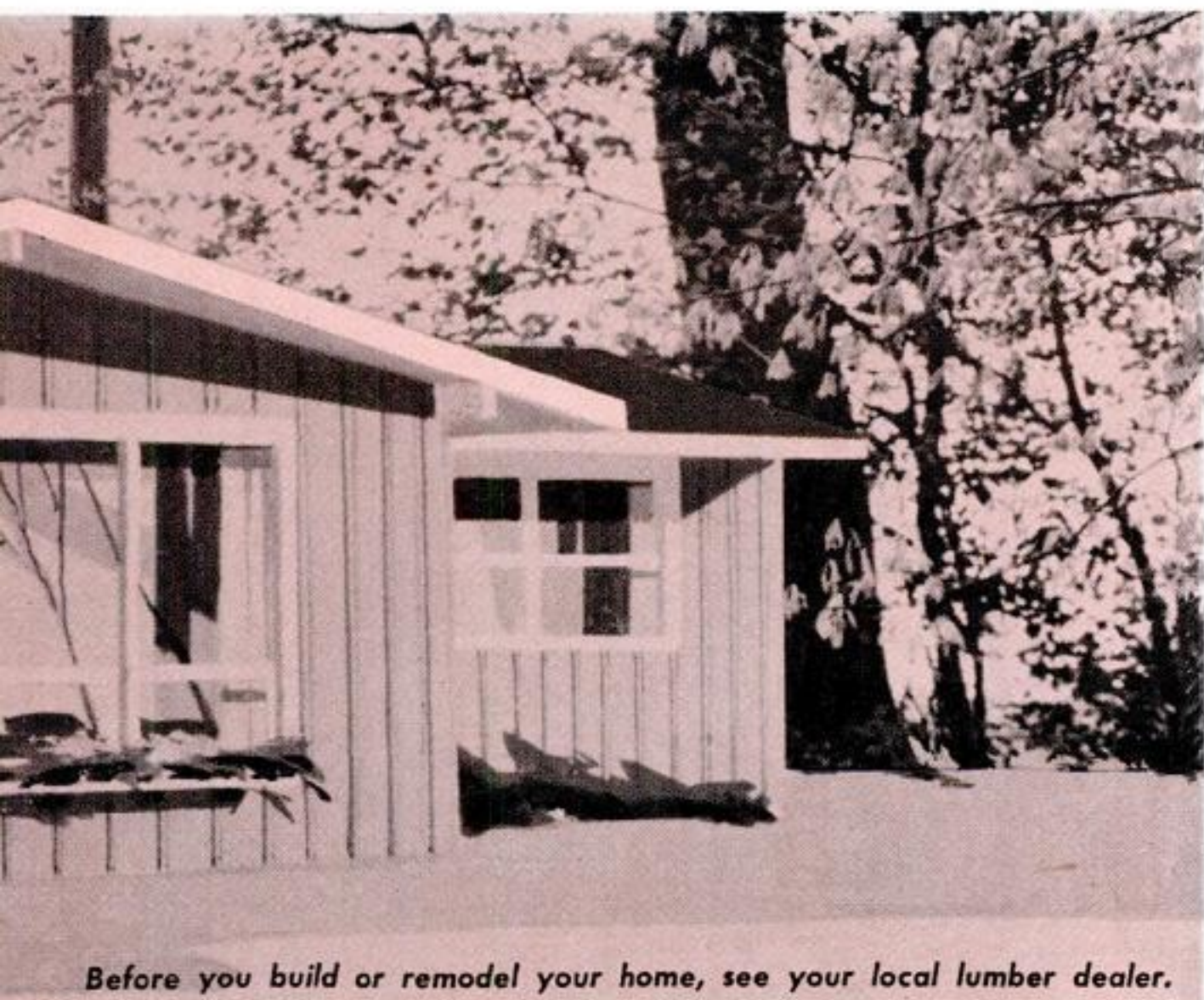
### VISKING COMPANY

Division of Union Carbide and Carbon Corporation, Chicago 38, Illinois



**what is the youngster saying?** It's easy to win in VISKING's \$60,000 contest. Just write in 10 words or less what the boy in the picture is saying to the policeman. That's all there is to it.





Before you build or remodel your home, see your local lumber dealer.



**SECOND PRIZE** 41-foot two bedroom mobile home by New Moon. Completely furnished and equipped throughout for luxurious living.

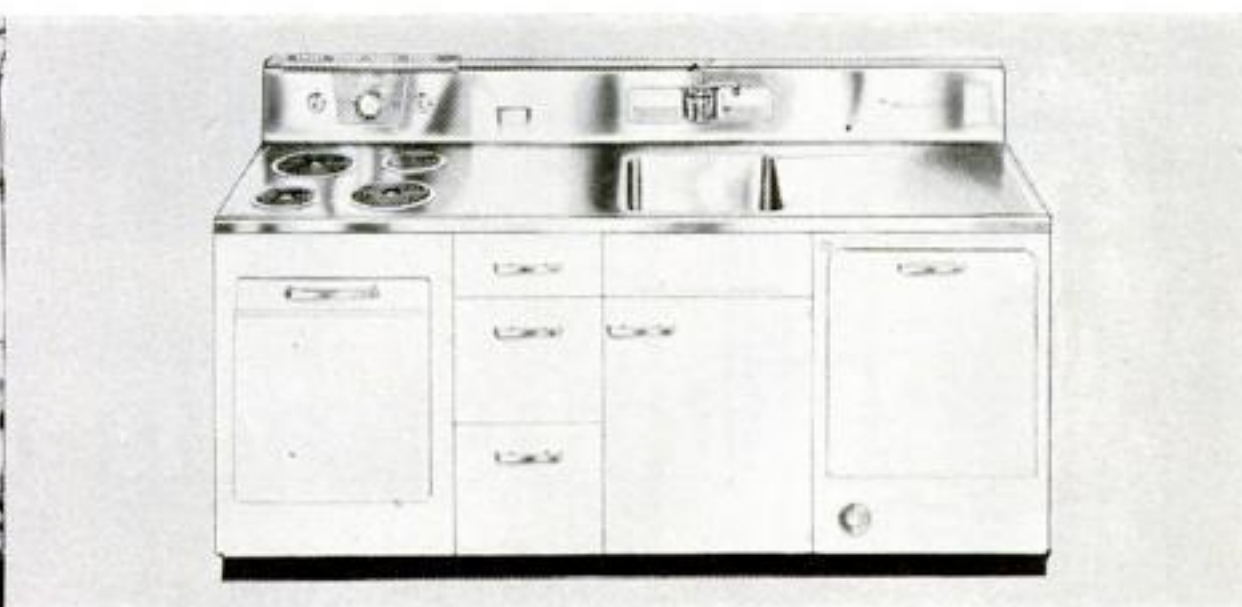
# in prizes



**THIRD PRIZE** DeLuxe trip for two to England and return in a giant DC-7C of British Overseas Airways Corporation. Stop at famous luxury hotels.



**FOURTH PRIZE** Happiness Tours vacation for two in Mexico. All expense personally escorted 15-day trip.



**NEXT THREE PRIZES** HOTPOINT customline model KL8 all-electric modular kitchens, including giant oven and range, dishwasher, cabinets, stainless steel top and sink.



**NEXT FOUR PRIZES**—AMI Precision High Fidelity phonograph-tuner sound system with exclusive three-way exponential acoustic enclosures.



**NEXT FOURTEEN PRIZES**—HOTPOINT major appliances. Three out-front design Big Bin Refrigerator-freezers, Model 7 EH 11; three DeLuxe two-cycle push button automatic washers Model LK22; three DeLuxe push button automatic dryers Model LB22; five customline automatic golden fryers Model RX34.

**NEXT SEVEN PRIZES**—REVERE No. 50 8mm cinecameras and REVERE DeLuxe No. 85 8mm projectors.

**NEXT TEN PRIZES**—DOUGLAS DeLuxe dinette sets.

**NEXT FIVE PRIZES**—HOTPOINT Hi-Vi 14" portable television sets.

**NEXT FIVE PRIZES**—CAMFIELD electric appliances. Five sets each of power mixers, coffee makers, toasters, portable power mixers, electric frying pans.

**2500 SPECIAL PRIZES FOR FIRST TO ENTER**—Rig-A-Jig construction sets that make hundreds of different toys.



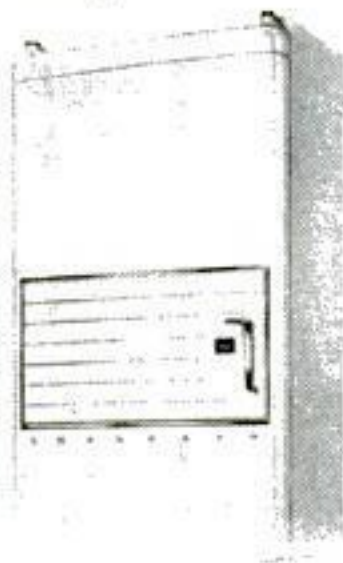
**VISKING COMPANY**

Division of Union Carbide and Carbon Corporation, Chicago 38, Illinois



Division of Union Carbide and Carbon Corporation, Chicago 38, Illinois

# VIKING COMPANY



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**NEXT FOURTEEN PRIZES**—HOTPOINT major appliances. Three out-front design Big Bin Refrigerator-freezers, Model 7 EH 11; three Deluxe push button automatic washers Model LK22; three Deluxe push button automatic dryers Model LB22; five customline automatic golden fryers Model RX34.

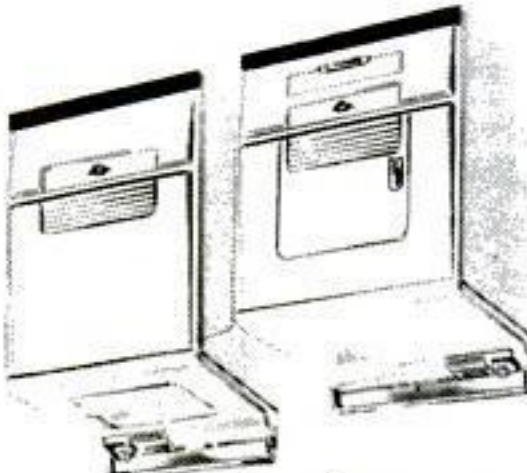
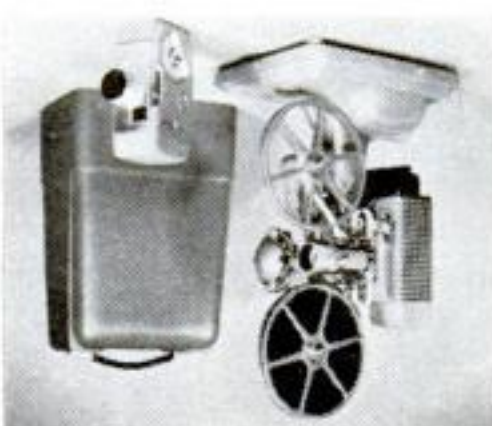
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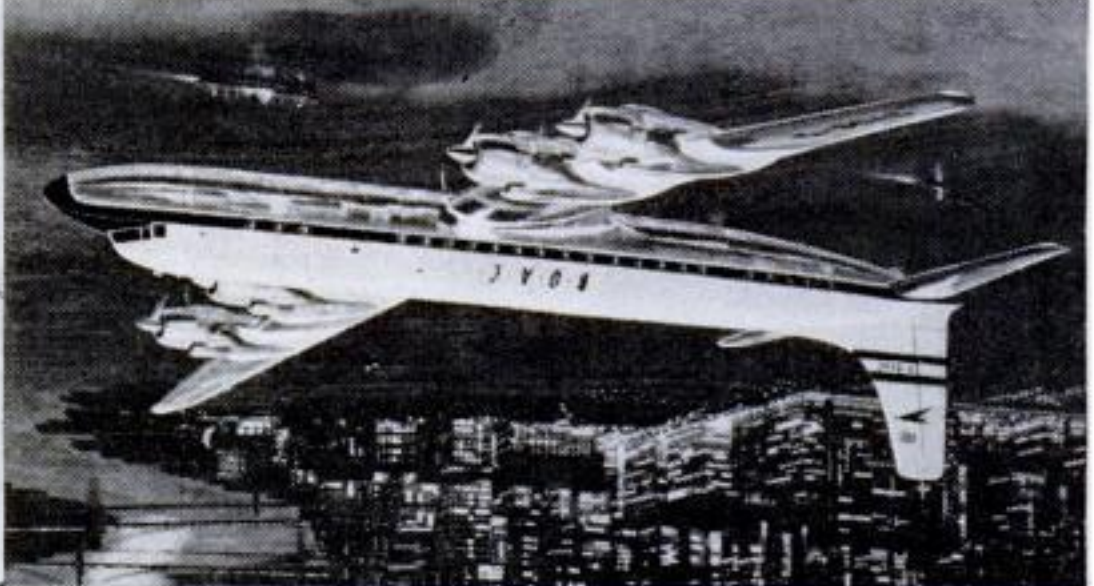
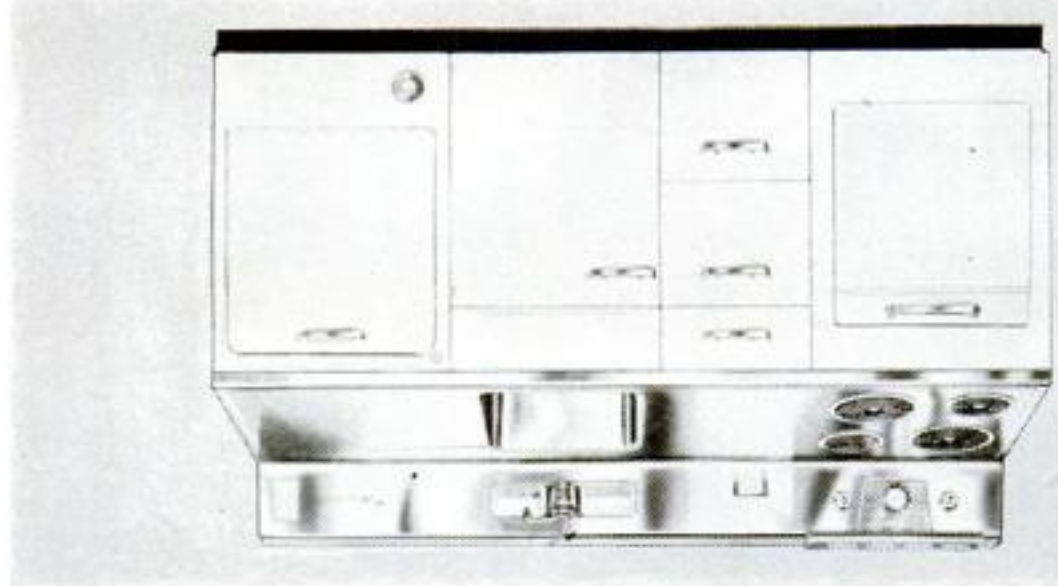
**2500 SPECIAL PRIZES FOR FIRST TO ENTER**—Rig-A-Jig construction sets that make hundreds of different toys.



**NEXT THREE PRIZES** HOTPOINT customline model K18 all-electric modular kitchens, including giant oven and range, dishwasher, cabinets, stainless steel top and sink.

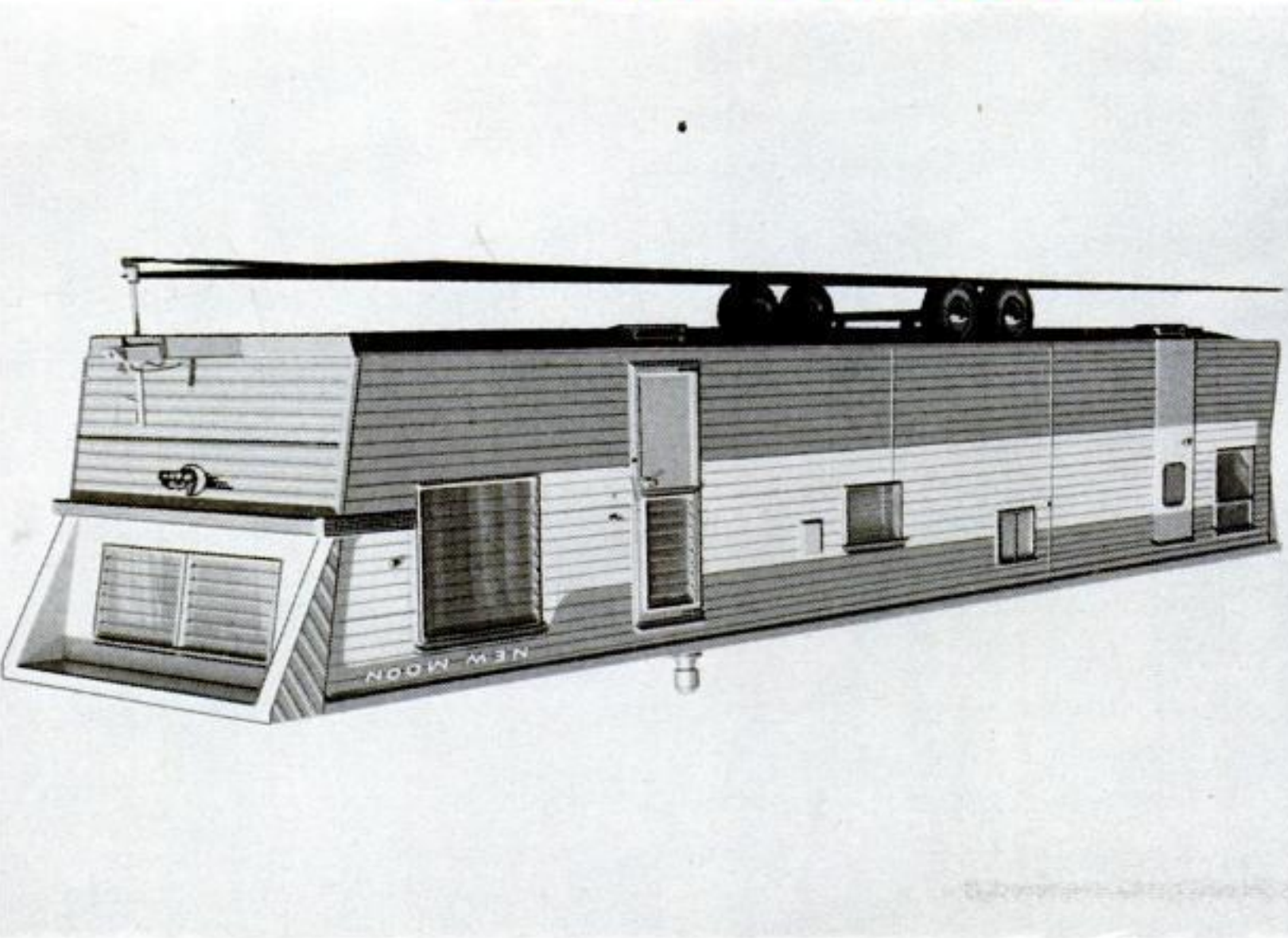
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**THIRD PRIZE** Deluxe trip for two to England and return in a giant DC-7C of British Overseas Airways Corporation. Stop at famous luxury hotels.



# in prizes

**SECOND PRIZE** 41-foot two bedroom mobile home by New Moon. Completely furnished and equipped throughout for luxurious living.



moisture barriers of VISQUEEN polyethylene film (made by VIKING) under slab and inside of walls for complete moisture protection. Your local retail lumber dealer has complete information on this and other Women's Congress Homes planned for better family living.



Before you build or remodel your home, see your local lumber dealer.





GENERAL FISCHER, SETAF COMMANDER, AWARDS WATCHES TO ABRAMO AND PIERINO VAGLI FOR THEIR HEROIC RESCUE OF AMERICANS LOST IN PLANE CRASH

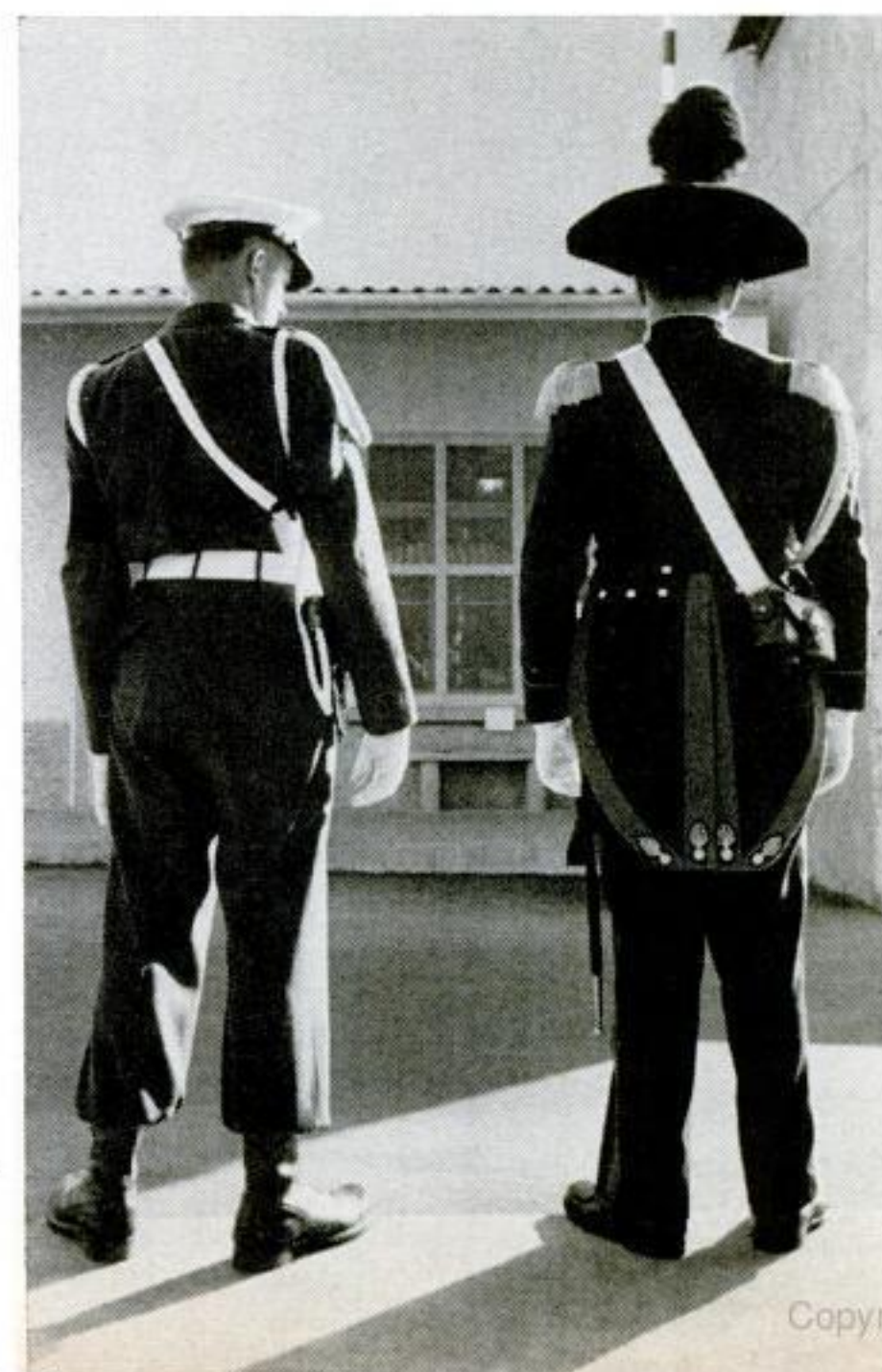
## Campaign for Friends

### A U.S. ARMY MISSILE UNIT WINS THEM IN ITALY

When the young men of the village of Capanne di Careggine, high in the mountains of Italy, braved a blizzard this winter to rescue two U.S. officers from their crashed plane, they expected to be thanked for their valor. But they did not expect it in person from so important a personage as Major General Harvey Fischer (*above*), who traveled across Italy to see them.

General Fischer is commander of the Southern European Task Force (SETAF), the U.S. Army's first Missile Command in Europe. Stationed near the Alps, it is armed with rockets and missiles, which can be fitted with atomic

warheads. Because of this it has been the target of Communist propaganda. To counter the attacks, SETAF started a program of public relations to make its presence understood by the Italian people. The program includes sports contests between GIs and Italians, parties for Italian women and children. Special courses are given SETAF's 6,000 men to teach them the country's language and customs. Italian police are entrusted to help guard its headquarters. The Italians have responded warmly. Communist propaganda has almost ceased. And newspapers have praised GI conduct as "exemplary."



U.S. MP AND ITALIAN CARABINIERE JOINTLY GUARD GATE TO SETAF HEADQUARTERS →




Much more than a watch... it's Enicar's "Seapearl 600"!

# ENICAR

ULTRASONIC

the first watch with the complete  
ULTRASONIC PROCESS—assures no cleaning  
or oiling necessary for 3 years!



Seapearl  
600

NEW DEVELOPMENT ASSURES  
PERFECT WATERPROOF PROTECTION!

Back adheres  
constantly to a  
plastic ring  
under pressure of  
a circular spring.

Guaranteed positively waterproof! \* Tested under  
conditions equal to 600 feet below sea level, the Seapearl 600  
is the most waterproof and pressure-proof watch of  
its kind. It is the strongest watch ever built,  
featuring a case made of the finest steel.

Created for divers, the Seapearl 600 is the  
ideal watch for work and for sport.

**ENICAR** Watch Corporation, 681 Fifth Avenue, New York 22, N. Y.

\*As long as crystal remains intact and case is opened and closed by a competent jeweler.

## Put those muscular aches and pains to sleep, right now!

# Intracel

PENETRATING ANALGESIC

Startling new and  
different way of providing  
direct relief at  
the place where it hurts

VCA Laboratories proudly announces  
INTRACEL. It's the first advance in the  
external treatment of muscular aches and  
pains in centuries—and a therapy so good  
for so many things that no medicine cabi-  
net should be without it!

INTRACEL is based on an entirely new  
principle in drug chemistry: the effective  
pain-killing ingredients it contains pene-  
trate *safely* through the skin and deep  
into the muscle tissues to bring you relief  
where it hurts. Previously, the only way  
such medications could be so administered

was by an injection.

So next time you're tormented by com-  
mon muscular aches and pains, don't  
"dope" yourself with aspirin. Don't rub  
on a greasy salve or liniment containing  
such ingredients as mustard oil, turpen-  
tine, red pepper or other skin irritants in  
the hope of "burning out" your pain. Just  
apply INTRACEL. Feel its soothing cool-  
ness! Watch it go into the skin! Sniff its  
pleasant fragrance! And in *minutes*  
INTRACEL has *put the pain to sleep*...  
or your druggist will return your money.

**No longer need you suffer** from muscular aches and  
pains due to exertion and exposure • sprains and strains  
• muscular stiff neck, sore arm, aching shoulder and  
back • muscular lumbago • simple neuritis and neuralgia  
• Intracel gives temporary relief from minor pains of  
arthritis, minor rheumatic pains • reduces swelling • eases  
muscle cramps • improves circulation • relieves pain of  
headaches, tired feet, cold sores, bruises, sunburn, bee  
stings and other insect bites • eases pain of toothache  
when rubbed on gums and jaw • relieves itching from  
hives, poison ivy and poison oak • For persistent pain,  
apply compress saturated with Intracel.



VCA LABORATORIES, LOS ANGELES AND NEW YORK

## CAMPAIGN FOR FRIENDS CONTINUED



MEETING OVER COFFEE in a U.S. officer's home, Mrs. Robert Davis (left), wife of a SETAF colonel, talks with Verona's Contessa Miniscalchi.



CLASSROOM FRIENDSHIP is struck up between Virginia Pritschet, 10, and Paolo Battaglini, who visited school for children of U.S. personnel.



BASHFUL BENEFACTORS, men of SETAF rocket unit get flowers from orphans whose home soldiers have adopted and outfitted with dining utensils.





## For perfect Vodka Martinis, use Gilbey's clear, smooth "heart" of vodka

There's vodka...and then there's *Gilbey's* Vodka! For Gilbey's is *quality* vodka—made better by a costlier method that selects only the "heart" of each vodka distillation. And the

"heart" is the clearest, smoothest part. In your vodka Martinis and other vodka drinks, Gilbey's pays off—in perfect clarity...in dryness...and in remarkable *smoothness*!

# GILBEY'S VODKA

*Produced by the makers of Gilbey's Gin—the International Gin*



VODKA 80 & 100 PROOF. DISTILLED FROM 100% GRAIN. W. & A. GILBEY, LTD., CINCINNATI, OHIO. GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO. DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.



**NOW** try this:

the **whole kernel** corn style

for family cooking

family serving

family eating fun







Del Monte®

**Family Style**  
*Whole kernels in liquid*

Look for this new DEL MONTE Corn label and enjoy tender kernels with the true, sweet taste of fresh corn, freshly cooked. And now! See how many cooking problems it solves for you—because it's packed *with liquid!*



**So fresh-tasting**—and you don't need to stand over this corn when heating it!

Keep the liquid on DEL MONTE *Family-Style* Corn in the saucepan, heat it to a simmer as label directs. No close watching—even if the phone rings or children interrupt, there's no fear of scorching, thanks to the liquid.

**So specially tender**—and it stays that way for second helpings, too!

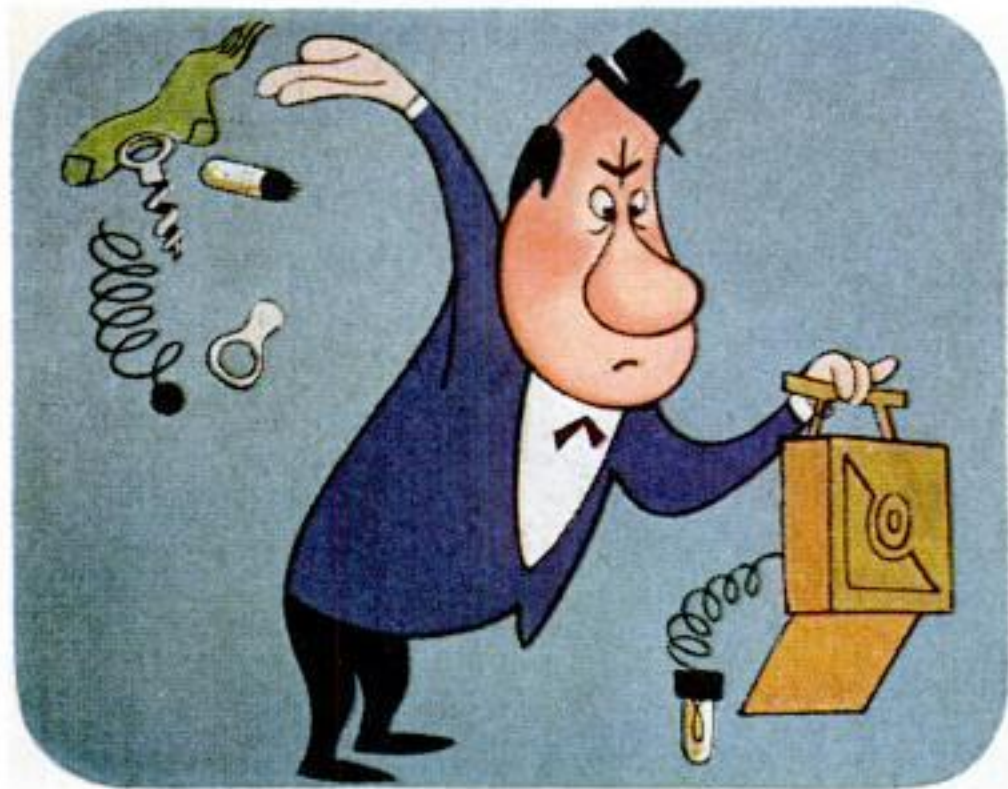
You can get the kernels hot clear through in the liquid—without stirring, or cooking the tenderness away. Butter's not needed to keep DEL MONTE Brand *Family-Style* Corn from sticking to the pan—you can butter each serving freshly, like fresh corn.

**So sweet and juicy**—and that goes for reheating, even including leftovers!

Dinner has to wait? Split-shift serving for children and grown-ups? This corn will wait—turn off the heat, leave corn in liquid, reheat when needed. And believe it or not, leftovers kept in the liquid in the refrigerator stay so attractive and good, you'll say DEL MONTE *Family-Style* Corn is as good the second day as the first!

One of 3 styles of Del Monte Corn: Whole Kernels in Liquid • Vacuum-Packed Whole Kernel • Cream Style





**Wouldn't you know!** Batteries always seem to go dead just when you need your portable radio most—and there's not a replacement for miles.



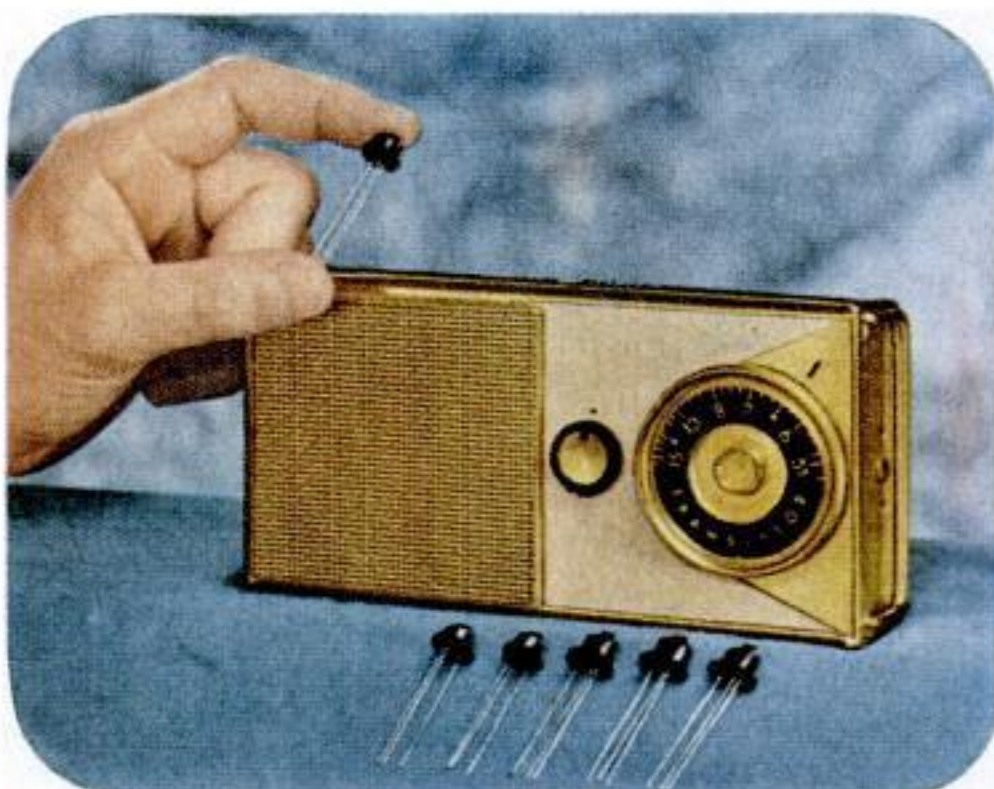
**You'll never have that trouble** with this new General Electric Radio. Rechargeable batteries end annoyance of battery changing forever.



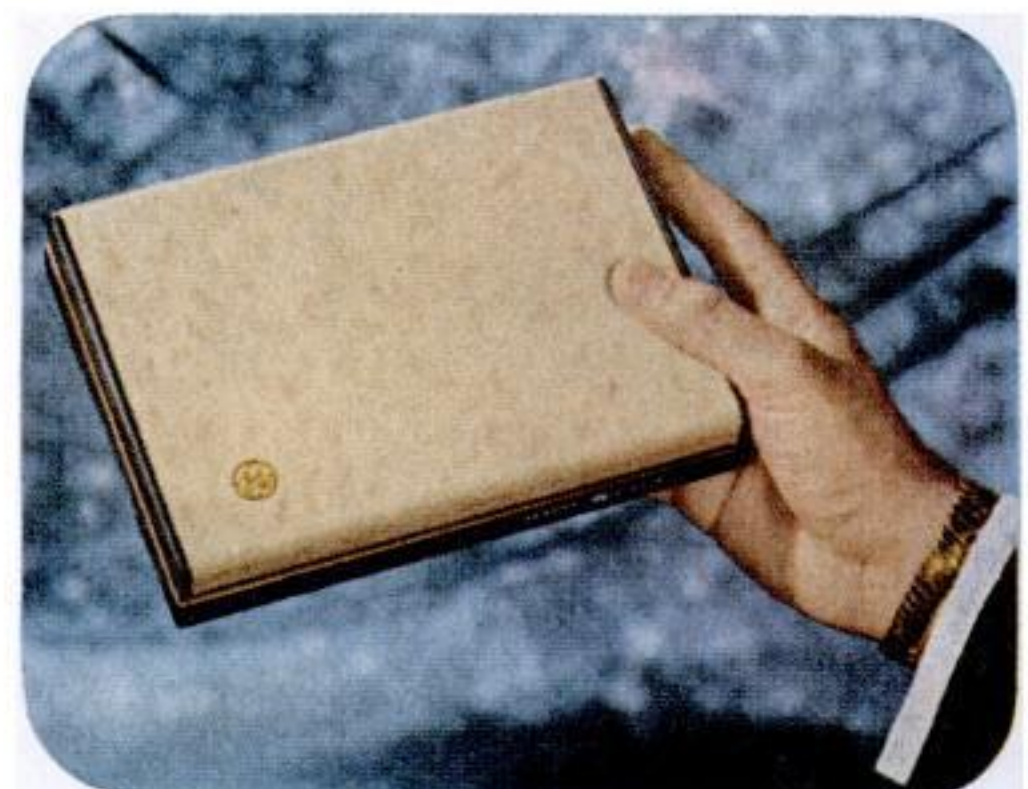
**Just put the little radio** in its handsome recharger case and plug the case into any AC outlet. It recharges the batteries automatically.



**Imagine getting 10,000 hours** of fun without changing batteries! That means, with normal use, one set of batteries will last up to 13 years.



**No tubes to replace.** No glass to break. No filaments to burn out. Six tiny transistors give amazing power—last almost indefinitely.



**Radio alone—\$49.95\* (less batteries).** With rechargeable batteries and recharger case—\$64.95\*. Earphone, leather carrying case extra.

# New General Electric All-Transistor Pocket Radio

## PLAYS UP TO 10,000 HOURS without changing batteries!

Pocket-size, yet powered so you can enjoy even distant stations with full clarity on this new General Electric All-Transistor Radio. Recharges batteries automatically. New, full-range sound volume. New Ferra-Power antenna. Choice of two glamorous colors. Jewelry-finished in lifetime aluminum. Today's most exciting radio for gift or personal use.



Model P711

**Unbeatable value.** New General Electric pocket radio (Model P711). Four tiny transistors last almost indefinitely. Choice of colors. **\$34.95\*.** (less batteries).



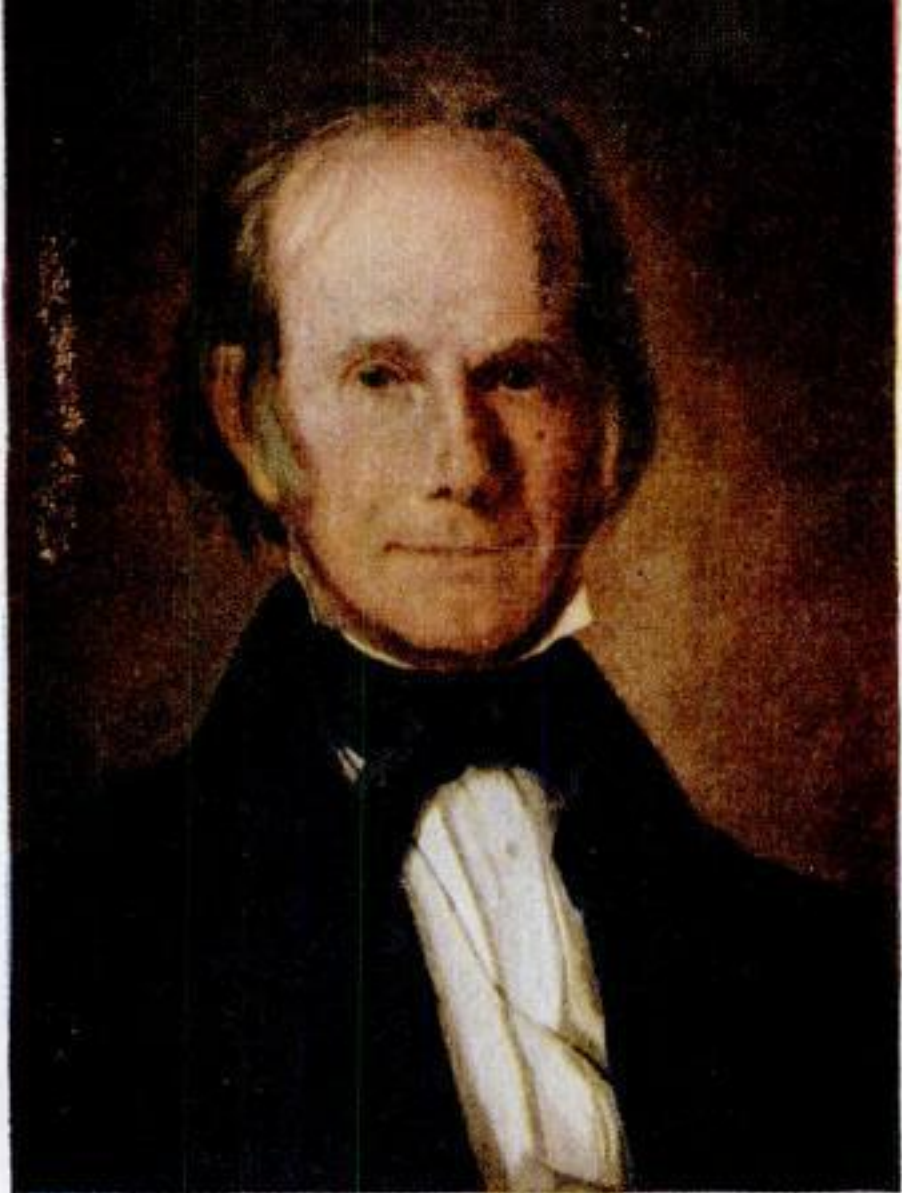
Model P715

*Progress Is Our Most Important Product*

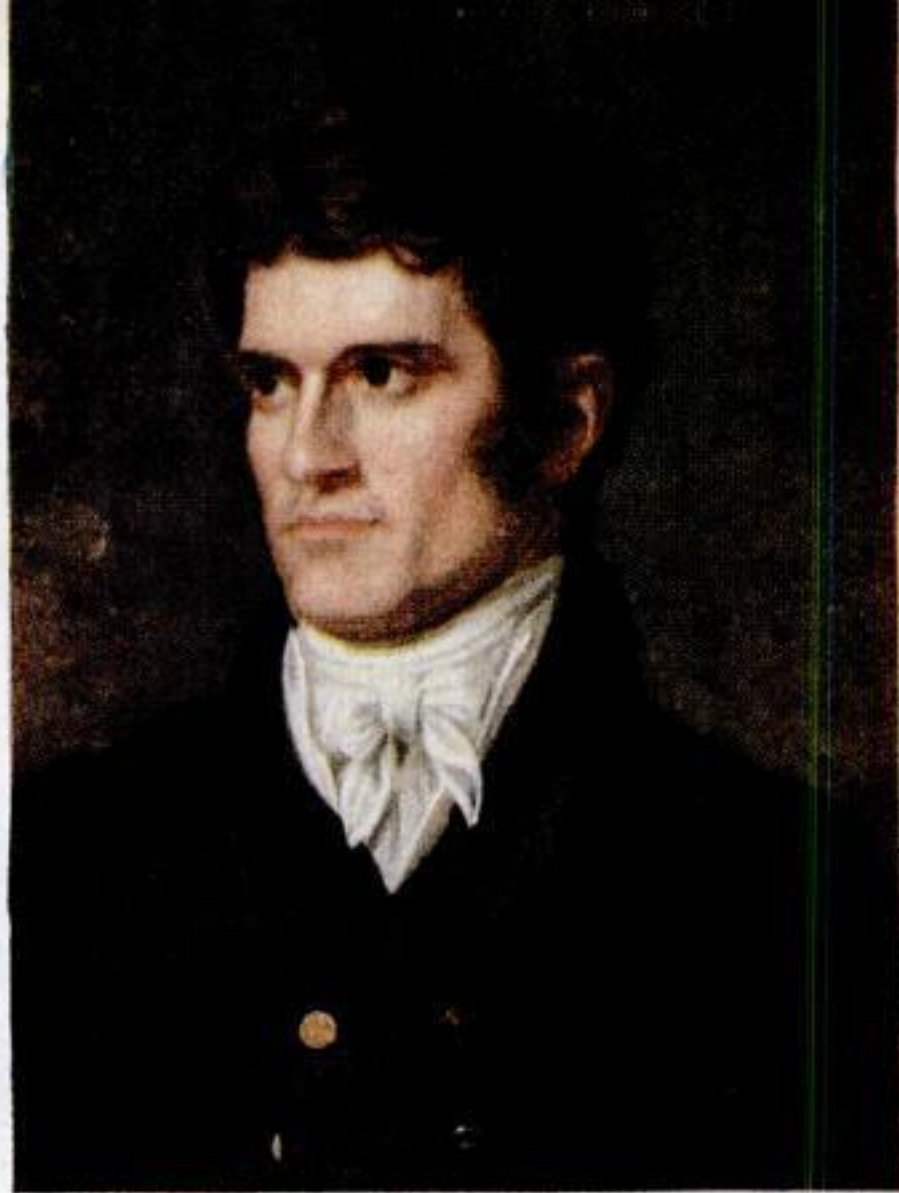
**GENERAL  ELECTRIC**

\*Manufacturer's recommended retail or Fair Trade price. 90-day written warranty on both parts and labor. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

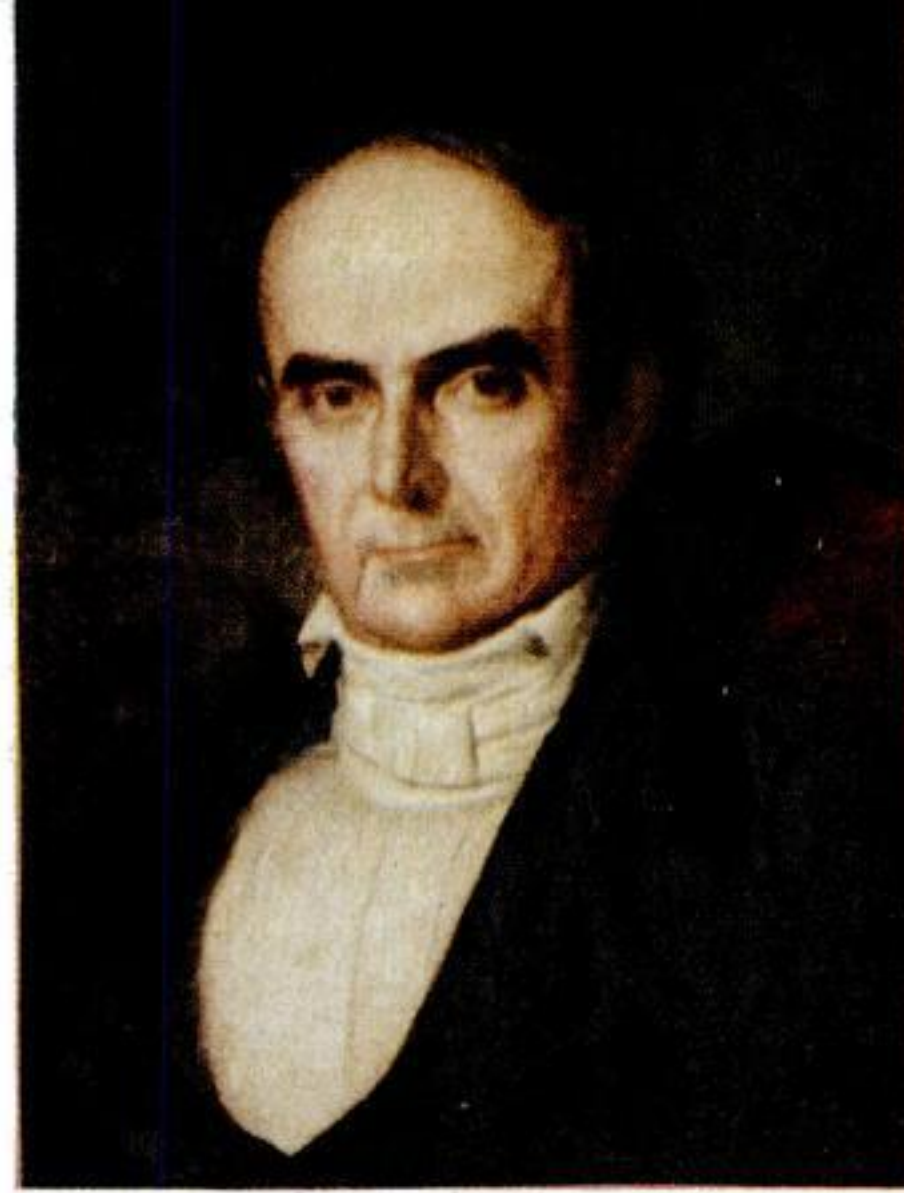




**HENRY CLAY** (1777–1852), Kentucky Whig, was called “resourceful expert in the art of the possible.”



**JOHN C. CALHOUN** (1782–1850), South Carolina Democrat, was a “masterful defender” of minority.



**DANIEL WEBSTER** (1782–1852), Massachusetts Whig, was chosen for “dedication to the Union.”

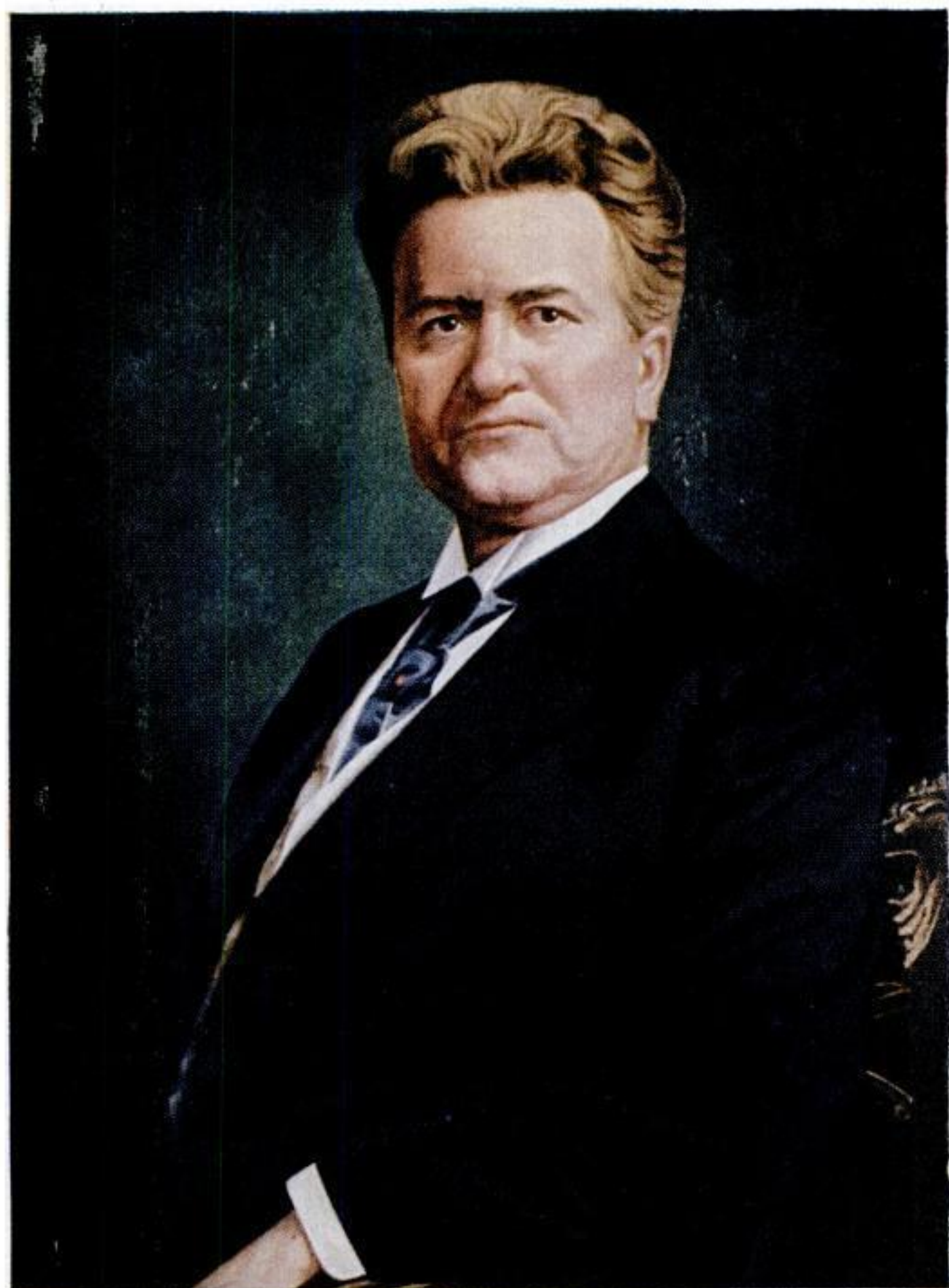
# THE IMMORTALS FOR THE UNITED STATES SENATE

**A special committee nominates five as ‘outstanding’: Webster, Clay, Calhoun, La Follette and Taft**

In Washington this week a special committee of the Senate announced the completion of a historic task: selection of the five outstanding U.S. senators. From the more than 2,000 men who have served in the Senate during its 168-year history the committee has finally chosen Daniel Webster, Henry Clay, John C. Calhoun, Robert La Follette Sr. and Robert A. Taft as the five who deserve the honor.

In making its selection the committee applied four standards: to minimize partisan controversy the candidates must not be living; they should

be chosen without regard to other offices they might have held; they should have distinguished themselves by acts of statesmanship that transcended state and party lines; and their reputation for national as well as senatorial leadership should be considered. After the committee’s choices have been confirmed by the Senate as a whole, portraits of the five, perhaps specially commissioned, will be placed in the Senate’s reception room. There five oval spaces, designed for likenesses of outstanding Americans, have been empty ever since the Capitol was finished in 1859.



**ROBERT LA FOLLETTE** (1855–1925), Wisconsin Progressive Republican, was termed a “ceaseless battler for the underprivileged in an age of special privilege.”



**ROBERT A. TAFT** (1889–1953), Ohio Republican, was “the conscience of the conservative movement.” This painting is copy of a LIFE picture (May 26, 1952).

CONTINUED





a cool pair...WINTHROP'S new  
Strawed Nylon with the tailored front

Yes, a cool duo, even in the sun... new, dressy Strawed Nylon by Winthrop! This smart Winthrop literally breathes excitement, because breezy comfort is woven right in. Cool off at your Winthrop dealer! See new Strawed Nylon... you'll step out in style that's fashioned-for-freedom this spring and summer.

Available in Black or Brown.

Winthrop's Strawed Nylon, \$10.95 to \$14.95

Other Winthrops start at \$9.95

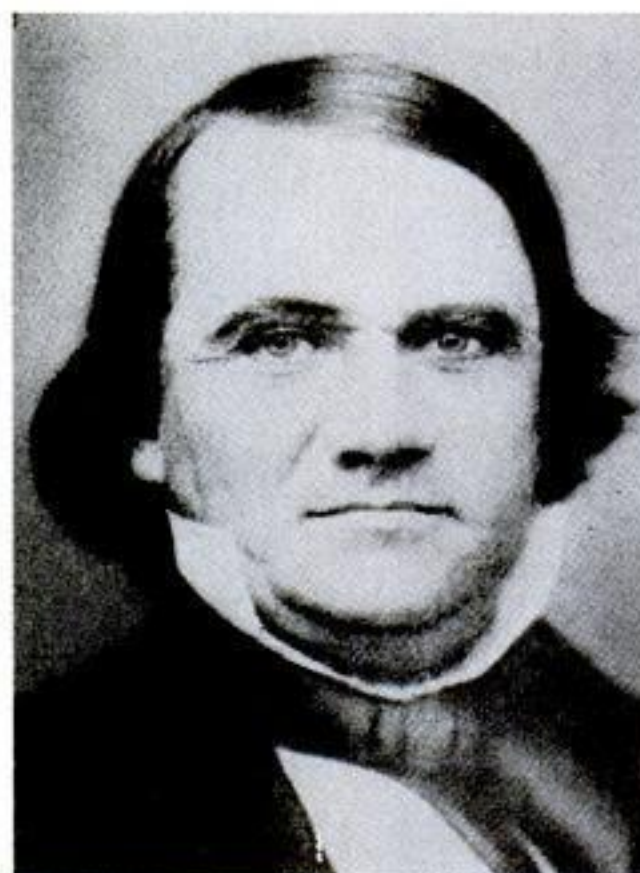
Winthrop Jrs. for Boys, \$7.95 and \$8.95

Slightly higher in the West



Write Dept. L-557 for free style selector and name of nearest dealer — Winthrop Shoe Co.,  
Div. International Shoe Co. of St. Louis, Mo. — Copyright 1957, Winthrop Shoe Co.

## Senate Immortals CONTINUED



**STEPHEN A. DOUGLAS** of Illinois narrowly missed being nominated.



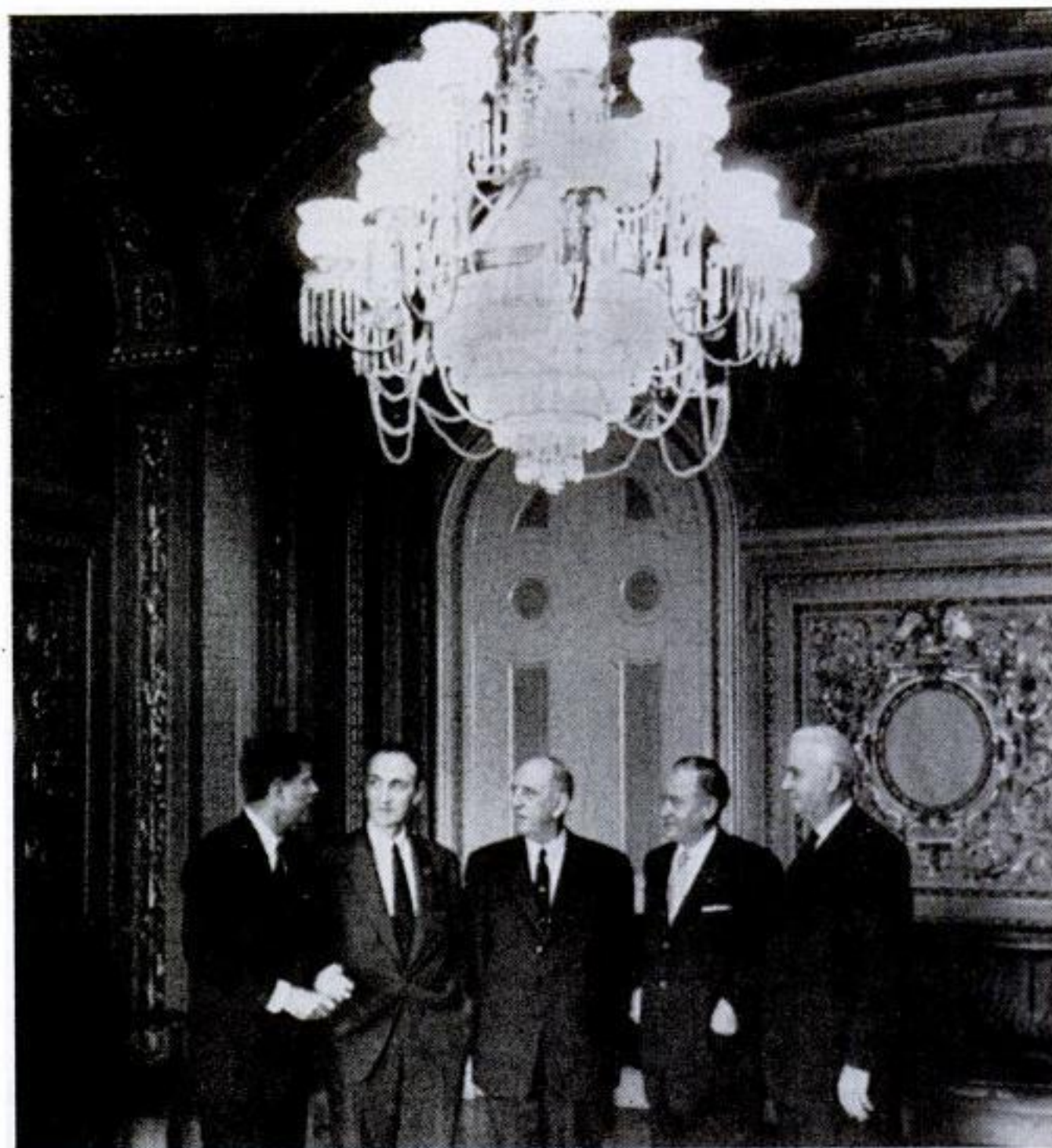
**GEORGE NORRIS** of Nebraska was blocked by senators from his state.

## THE CHOICES WERE NOT EASY

Choosing the top five senators was an immensely complicated job. First the committee polled more than 150 historians and scholars, all the present members of the Senate and many former senators, including Harry Truman (who thought it was impossible to reduce the final number below 33). The field was narrowed to 65.

Daniel Webster was bitterly opposed for a while because of his personal business dealings, John C. Calhoun because of his views on slavery. At one point the controversy over 20th Century senators became so heated that it was decided to shut off the nominations at the year 1850. But then, realizing that an arbitrary time limit might cast a poor light on the modern Senate, the committee dropped the time limit. Among modern senators George Norris, the liberal Republican, was especially strong. But Senators Curtis and Hruska of Nebraska threatened to veto him by exercising senatorial courtesy, a custom by which a senator can veto an appointment from his own state (as conservatives they have never accepted Norris' views).

Finally the chairman, Massachusetts' Senator Kennedy, suggested two 20th Century senators, La Follette and Taft. Even so, the situation is so delicate that Kennedy does not want the selections called the "greatest" senators. He will only say they are "outstanding."



**SPECIAL COMMITTEE** that picked the five senators gathers in room where the portraits will appear (oval at the right). Left to right are Senators Kennedy (Mass.), Mansfield (Mont.), Russell (Ga.), Bridges (N.H.) and Bricker (Ohio).



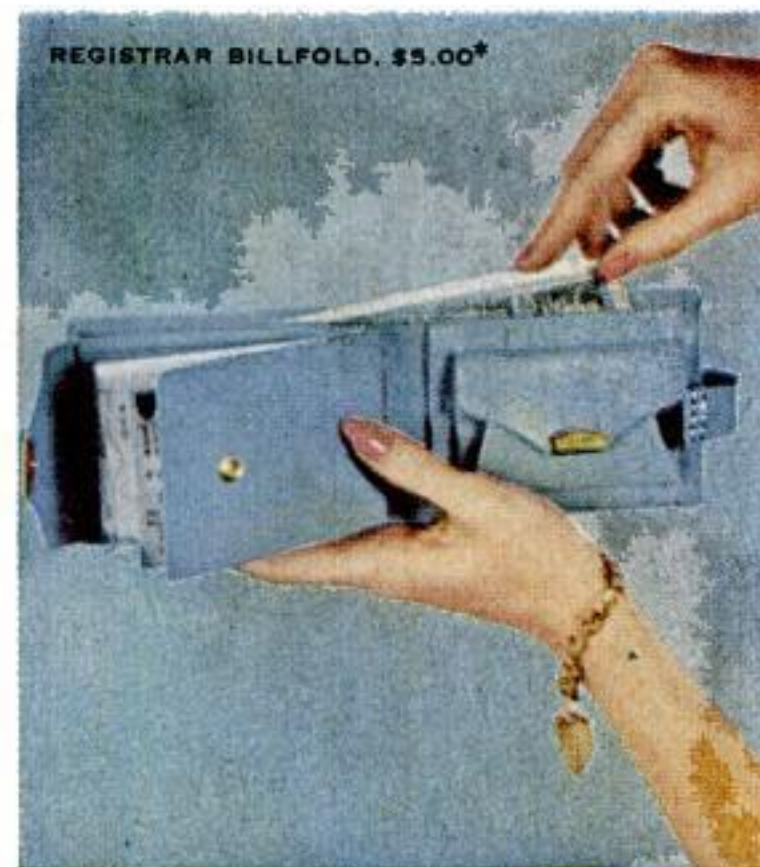
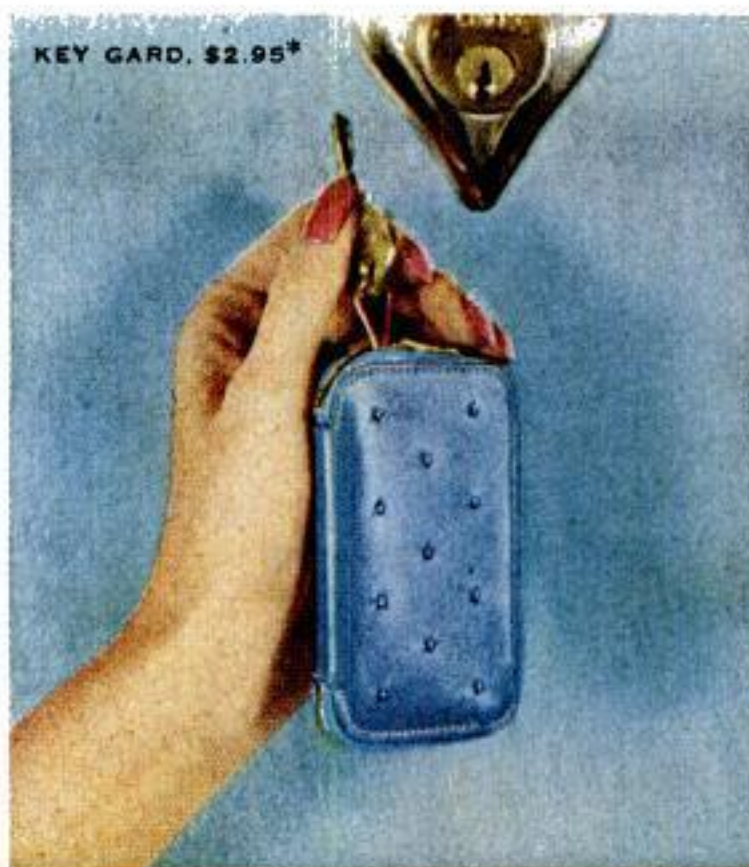
CIGARETTE CASE, \$3.95

LIGHTER, \$2.50

EYEGLASS CASE, \$2.95

KEY GARD, \$2.95\*

REGISTRAR BILLFOLD, \$5.00\*



You show these accessories so many times each day...



WE  
MAKE THEM  
MANY TIMES  
LOVELIER



get your  
money's worth  
for your money . . . get

Every time a Persian Princess accessory comes out of your bag . . . you show a work of art! Each piece is beautiful, soft and shining Gahna leather, gleam-studded. There's a wide choice of wonderful Princess colors. Shown at left, the Continental French Purse with roomy coin purse; the famous pick-a-bill slot and removable photo card case. \$5.00\*. And for a great present give all the matching accessories.

**PRINCESS GARDNER®** Persian Princess accessories

PRINCE GARDNER COMPANY, 2025 S. VANDEVENTER, ST. LOUIS 10, MISSOURI AT FINE STORES EVERYWHERE \*PLUS TAX



Kraft gives you sliced Swiss cheese  
with the **fresh-cut** taste!



You like your natural Swiss cheese tender and fresh . . . with a rich, nut-like flavor?

Then get the handy slices that taste as though they had *just* been cut from a big Swiss only a few minutes ago!

Kraft Natural Swiss Cheese slices—with

*all* the goodness that has made this type of cheese the natural partner of beverages. And Kraft Natural Swiss is specially sealed to hold the fresh-cut flavor in every morsel.

Do enjoy some next time you take a “coffee break” or open up a cold bottle.



**The cheese that belongs with beverages**  
Kraft Natural Swiss Cheese *sliced*





IN BURSTS RISING 300 FEET OVER THE HUDSON, FIREWORKS CHRYSANTHEMUMS EXPLODE ABOVE NEW YORK. PICTURE WAS MADE FROM NEW JERSEY SHORE

## MANHATTAN BY FIREWORKS LIGHT

**World Trade Fair with \$500 million in products from 59 countries opens with a beautiful bang**

For a dazzling evening hour New York City was all lit up by a pyrotechnic display. The occasion was in celebration of the opening of the United States World Trade Fair, in which exhibitors of 59 nations are showing \$500 million worth of home-grown or manufactured products. As a vividly thunderous salute to the fair, Japan donated two and one half tons of explosives and the services of the world's leading firecracker expert, Toshio Ogatsu, president of the Marutamaya Ogatsu Fireworks Co., Ltd.

Mr. Ogatsu, who has been blowing things up since he was 6, supervised the firing of his wares from two barges moving down the Hudson River, and the resultant spectacle caused traffic jams and elicited hundreds of calls from frantic phoners wanting to know who was attacking Manhattan. More than 200,000 people lining both sides of the river watched the show, and officials of the trade fair expect one million more to come see the products and the exotic salesgirls shown on the following pages.

CONTINUED



# Only ALEMITE CD-2 FIGHTS Power-Robbing SLUDGE



*...and protects modern engines  
these 6 important ways!*

## Clears Out...Keeps Out Harmful Deposits!

Few things are more damaging to modern engines than today's stop-and-go driving. Engines never warm up properly. Result: harmful by-products form—sludge, acids, water, and varnish—to corrode metals, stick valves and valve lifters, and make your engine noisy and sluggish.

You can prevent all this with amazing Alemite CD-2. Just add it to your oil. It goes to work instantly to dissolve and remove harmful sludge, to give your engine full-time protection no other single oil additive can match. CD-2 gives your car new power, fresh new performance, within 50 miles of driving—or Alemite will refund your full purchase price.

## Guarantees all this or your money back!

1. Banishes dangerous crankcase sludge!
2. Dissolves and removes lacquer-like deposits which cause sticky valves, rings and pistons!
3. Eliminates damaging rust and bearing corrosion caused by stop-and-go driving!
4. Gives oil extra wear-resistant quality—reduces friction!
5. Keeps new engines "new"—helps avoid costly repairs and overhauls!
6. Gives new pep and power, lasting protection from oil change to oil change!

Only \$1.50 a can at your service station, car dealer or auto supply store.

Just add it  
to your oil!



**ALEMITE**  
REG. U. S. PAT. OFF.  
Division of STEWART-WARNER CORPORATION

Fireworks for Fair CONTINUED

## FAIR BEAUTIES AND FINE WINE



**COFFEE QUEEN** Analida Alfaro of Panama was one of decorative promoters at fair (see following pages). Here she offers coffee toast at Brazil's exhibit.



**WINE LOVERS** Claude Verdier (left), Pierre d'Argout sample Rosé d'Anjou in French exhibit. Verdier is a wine merchant, d'Argout a New York designer.

CONTINUED





Blue Bell, Inc., Empire State Building, New York

**FAIR 'N' FANCY DENIMS** in the long, lean pants you love—those wonderfully flattering **BLUE BELL WRANGLERS**. They've that tapered Western fit, are easy to wash, and so long-wearing. Made of  vat-dyed Sanforized denim in six sunny colors: wheat, turquoise, red, light blue, light gray or charcoal. Sizes 10 to 18, \$3.98. In dark blue, 10 to 20, \$3.49.



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# Wake up Wonderful!



## 60,000,000 sleep recordings prove sounder sleep on Beautyrest!

11 years of research with actual sleepers show you sleep sounder, wake up less often with Beautyrest\*

FOR the first time, science has fully explored sleep—and shown the way to better rest. For 11 years people like you went to sleep in laboratory sleep rooms. Young people. Old people. Single-bed sleepers. Married couples in double beds.

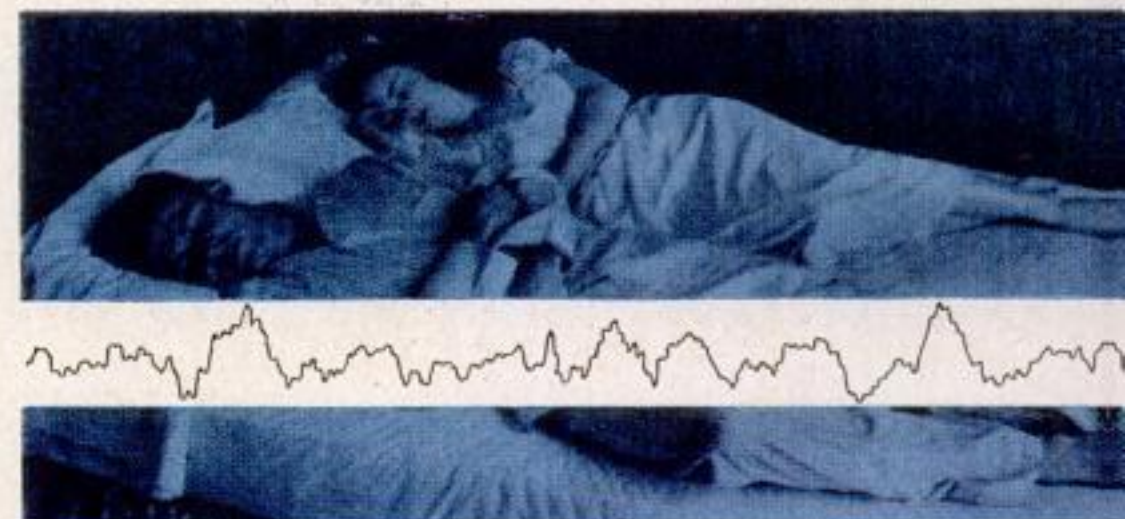
While they slept, sensitive electronic equipment recorded their brain waves, heart beats, skin temperatures and muscular tension. In all, over 60,000,000 separate recordings were made.

The findings: All the tests on all the sleepers on

all the beds were added up. Although the leading types of mattresses were equally tested, it was proven that Beautyrest gave longer periods of sounder, deeper, unbroken sleep.

Why? Because Beautyrest is made differently, its springs are separate, independent... automatically adjust to each tired part of your body... the kind of firm, comfortable support that encourages sounder sleep.

And Beautyrest, at \$79.50, is the least expensive to own. Beautyrest will last at least three times as long as any of the leading mattresses, compared in a series of durability tests. So why not start tonight to get the sounder sleep and more healthful rest of Beautyrest.



Picture of sound sleep. Recorded heart beats and brain waves showed sounder sleep on Beautyrest. This research was conducted at the United States Testing Co., using methods developed by the Sleep Research Foundation.

*Simmons* WONDERFUL *Beautyrest*

\*Trade-mark Reg. U.S. Patent Office, Copr. 1957 by Simmons Co., Mdse. Mart, Chicago, Ill.

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**NEW YORK GIRLS** helped out in many of the 3,000 foreign exhibits. Left is Jan Olds in Italian Fiat display; Hiske Forsyth is in the Venezuela pavilion.



**INDIAN GOURMET** Dharam Jit Singh displays huge Malabar shrimp. Singh has written a cookbook, *Classic Cooking from India*, now lives in the U.S.



**CHEESE DISPENSERS** Sonja Boonstoppel (left) and Elizabeth Klinkert offer samples of Dutch Edam, Gouda and Leyden cheese to passers-by at the show.

CONTINUED

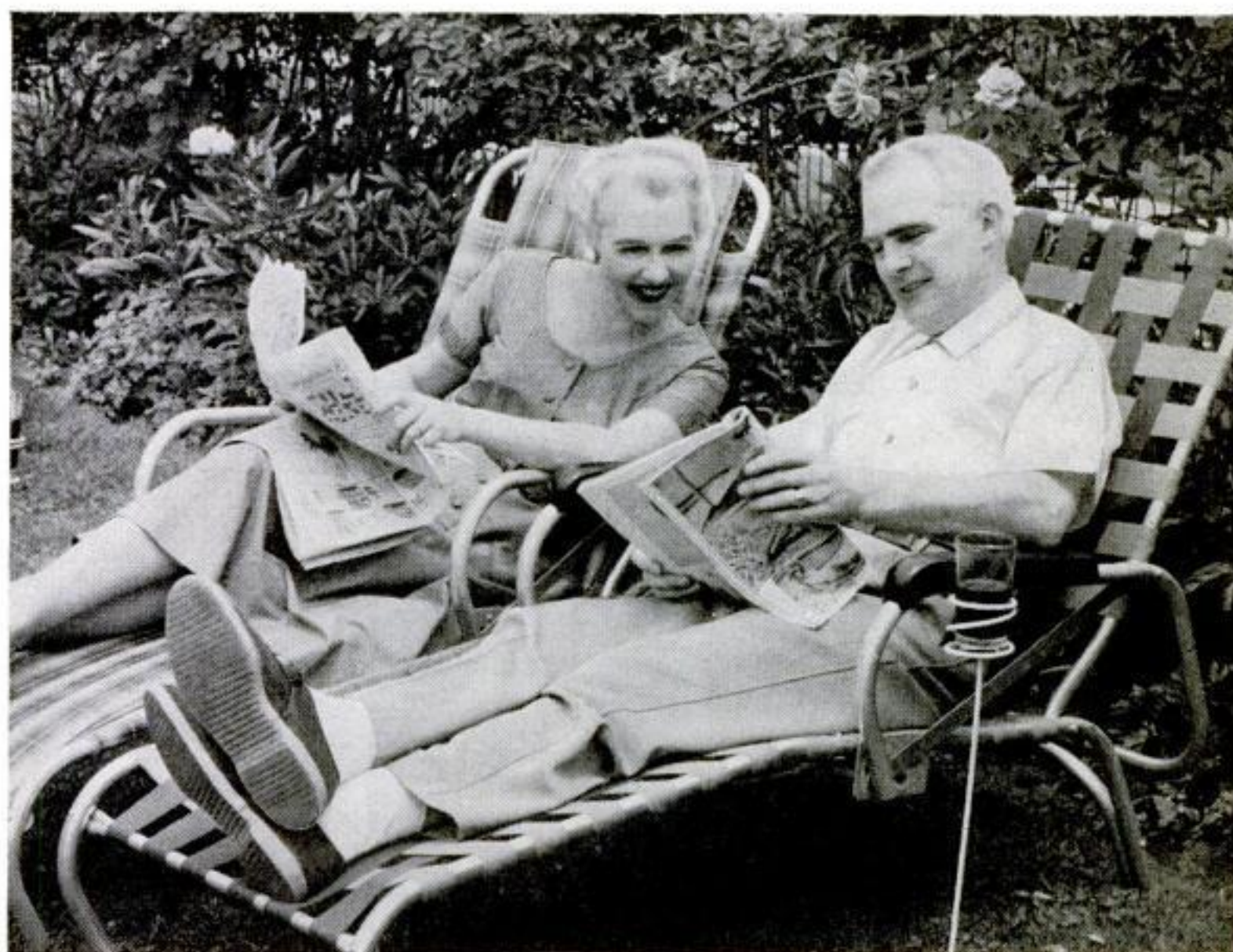
# BAYER ASPIRIN makes you FEEL BETTER FAST!



® And it's one thing most everyone can take  
any time—WITHOUT STOMACH UPSET!



**MINOR PAINS OF SCIATICA? FEEL BETTER FAST**—Grandfather amazes everyone with the active life he leads, despite the minor pains of sciatica. His secret is taking Bayer Aspirin. Millions use it regularly to get quick, temporary relief not only from minor pains of sciatica, but those of arthritis, bursitis, and rheumatism, as well!



**NEURALGIA? FEEL BETTER FAST**—When it's time to relax, Mom and Dad don't let neuritic or neuralgic pain stand in their way. Two Bayer Aspirin tablets bring relief with remarkable *speed*! You can take Bayer Aspirin with complete confidence because it's wonderfully gentle, too—so gentle that doctors prescribe it even for small children.



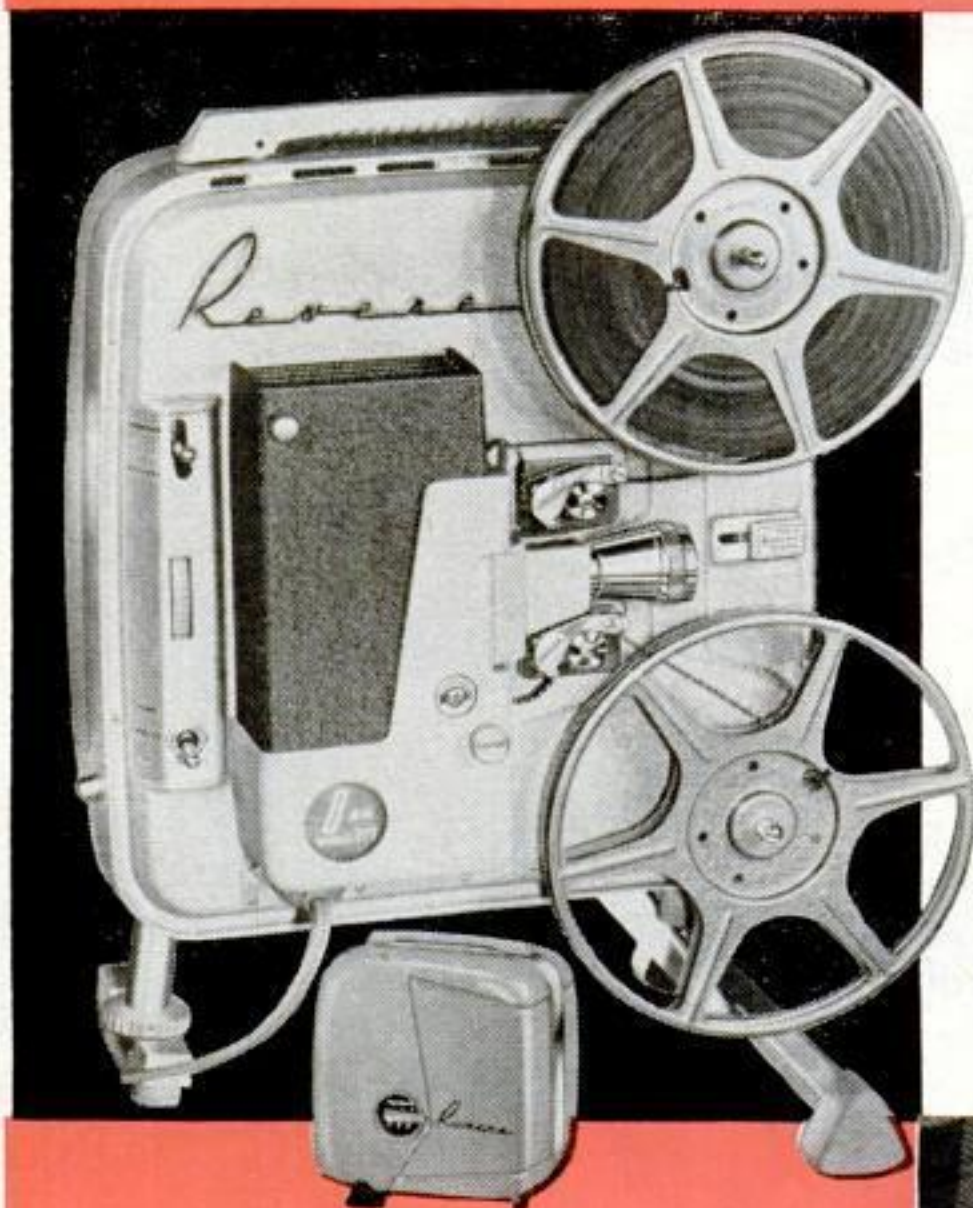
**Don't Pay Twice the Price of Bayer Aspirin for ASPIRIN "IN DISGUISE"!** What is aspirin "in disguise"?...a pain relieving product that attempts to belittle straight aspirin, yet combines aspirin with such non-pain-relieving ingredients as magnesium carbonate or aluminum compounds—and it costs you twice the price of Bayer Aspirin! So buy Bayer Aspirin. It's all pain reliever—100%!



Keep Happy Moments *Alive FOREVER*

with the new, versatile

# Revere Cameras and Projectors



## Revere "777" 8MM Movie Projector

Precision built in every respect, the Revere "777" provides professional-quality picture brilliance, extreme projection steadiness and exceptional operating ease. Included are such outstanding features as: one simple forward-reverse control; fast positive power rewind with built-in safety feature; no lubrication required for life; AC/DC operation (UL); rheostat speed control; 500-watt lamp (750-watt lamp optional); fast 3/4 inch wide angle F 1.6 coated projection lens permits extra large picture in small room; two 400 ft. reels; smart, modern self-contained case with retractable legs, handle... **\$127.50**

## Revere "40" 8MM Magazine Camera

Fast, simple magazine load; new adjustable view-finder; single frame exposure; continuous run; 5 speeds; footage indicator; exposure guide; interchangeable lens mount. WOLLENSAK 13mm f/2.5 Normal Cine Raptor Wocoted lens in fixed focus, inc. F.E.T. . **\$104.50**

## Revere "44" 8MM Magazine Turret Camera

With WOLLENSAK f/2.5 Normal Cine Raptor Wocoted lens in fixed focus, inc. F.E.T. . **\$139.50**



**NOW** is the time to make personal movies. Be prepared to capture forever the joys of a graduation, wedding, anniversary and other happy events as they occur and re-live them over and over again—preserved in a movie record that grows more precious with each passing year.

With Revere, good movies are easy to take...

easy to show. Whether a beginner or an expert, there's a Revere 8mm or 16mm camera and projector to fit your needs. See them now at your nearest Revere dealer.

## other famous Revere equipment



### NEW!

"101"—16MM Spool Load Camera. Uses 100' reels; objective view-finder; automatic threading; WOLLENSAK f/2.5 coated lens, **\$169.50**



### NEW!

"103"—16MM Turret Spool Load Camera. Divergent turret head; corresponding objective view-finder. WOLLENSAK f/2.5 coated lens ..... **\$199.50**



"888"—35MM Robot Slide Projector. Shows 36 slides automatically, all by itself! F/3.5 5" WOLLENSAK Wocoted lens; 500-watt. With case and 7 Revere Magazine Trays... **\$144.50**



"T-1100"—Dual-Speed Tape Recorder. High Fidelity "Balanced Tone"; single-knob control. With microphone, radio attach. cord, 2 reels (one with tape), case... **\$169.50**

REVERE CAMERA COMPANY • CHICAGO 16, ILLINOIS

## Fireworks for Fair CONTINUED



**KIMONO MODEL** Kay Ohbora stands before display of Japanese silks and cottons. Orders were placed by many of 135,000 commercial buyers who came.

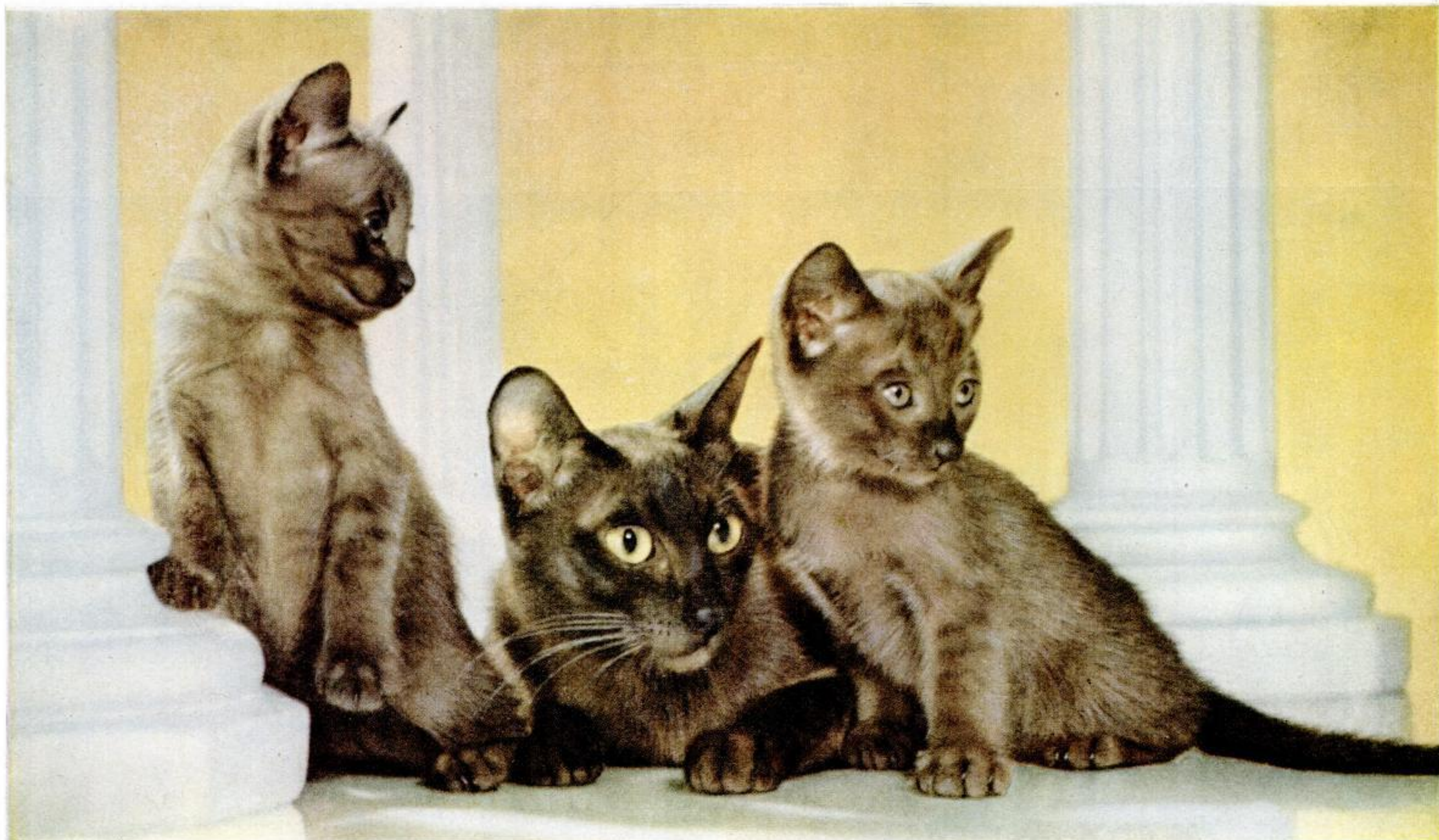


**AUTO ATTRACTION**, Marina Orschel, Miss Germany of 1956, helps out at the Mercedes-Benz exhibit. The trade fair was largest of its kind ever held.



Mrs. W. H. of Wisconsin writes us:

"She was just a handful of bones when a friend recommended Puss 'n Boots. You should have seen her dive into it! Now she is a big, beautiful cat always ready to play."



Unusual family portrait of rare Burmese cats. For an 8" x 10" print in full color of this original photo by Walter Chandoha, send 25¢ to Cat Pictures, Dept. L-37, Box 6856, Chicago 77, Illinois.

"Big... Beautiful ...always ready to play!"

...thanks to high quality proteins that promote **Good Nutrition**

Peek over our shoulder at that heart-warming letter from Mrs. W. H., quoted above. As she says...her cat *dove* into Puss 'n Boots. And so will yours. For cats just naturally love Puss 'n Boots. But your delight and reward will come from the knowledge that you're nourishing your cat *fully* for health and beauty. Here's *why*...

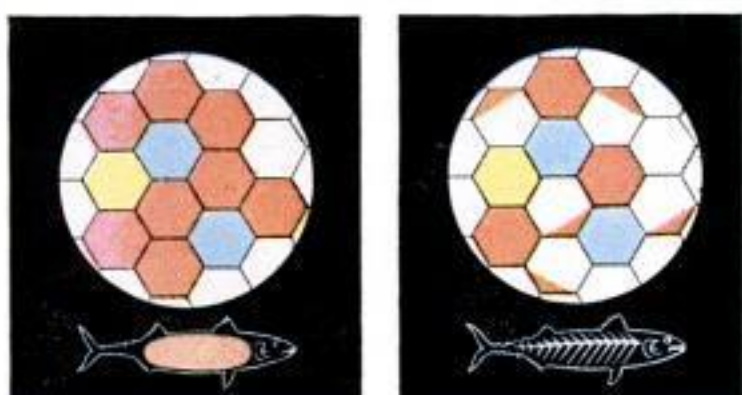
#### The Mystery of Life

Your cat's body—like your own—consists of billions of cells. Nature constantly rebuilds these cells... using proteins as the "building materials." But the *quality* of the proteins is all important.

Whole fish is unusually rich in life-giving proteins. However, its *high quality* proteins are concentrated in the tasty fillets...the costly parts usually reserved for human consumption, but *retained* in Puss 'n Boots Cat Food. (You see, we believe your cat should be as well fed as you are!).

#### The Difference in Proteins

A protein molecule is made up of tiny "building blocks" called amino acids. There are many amino acids at least 8 of which are essential. Unless the protein contains all 8 of these indispensable amino acids in sufficient quantities and in proper balance, the protein is of *poor* quality... as shown here.



**HIGH QUALITY** Proteins from fish fillets show a full count of essential amino acids (red blocks). Every essential amino acid is there in sufficient quantity. Other colors represent less important amino acids.

**LOW QUALITY** Proteins, from the mere fish "frames," lack the full count of essential amino acids (red blocks). Part-empty blocks indicate essential amino acids that are wholly or partly missing.

#### Vitamins, Minerals, too

By processing the *whole* fish, famous Puss 'n Boots also supplies essential minerals and vitamins found in the liver and glands. Even the bone structure is made soft, crumbly and digestible for its valuable calcium.

*Selected Cereals* provide special carbohydrates for all-round nutrition.

*Extra Vitamin B<sub>1</sub>* is added to every can as a "margin of safety."

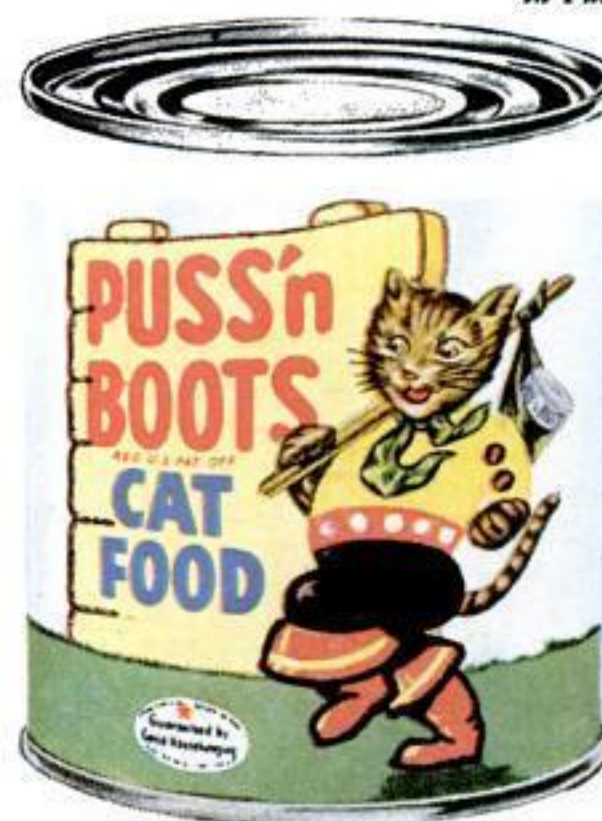
#### Rewards of "Seeing's Believing!"

Pre-cooked Puss 'n Boots comes ready to serve...provides every nutrient a cat is known to need. Feed it regularly... watch your cat grow "big, beautiful... always ready to play!"

#### The Natural Life Balance of WHOLE FISH Is Retained in Puss 'n Boots

**COSTLY FILLETS**, rich in high-quality proteins. Usually reserved for human consumption, but *retained* in Puss 'n Boots.

**LIVER AND GLANDS**, for minerals and vitamins. Vital for health. Often extracted for medicinal use, but *retained* in Puss 'n Boots.



**BONE STRUCTURE**, for valuable calcium and phosphorus. Made soft, crumbly and digestible, and *retained* in Puss 'n Boots.

Coast Fisheries, Div. of The Quaker Oats Co., Chicago 54, Ill.

# PUSS 'n BOOTS

*is good nutrition*

America's largest selling cat food...adds the plus in health, beauty, and vigor.





# Now! Get all 17 "most wanted" cooking aids built into one **RCA WHIRLPOOL Electric Range!**



No other kitchen range anywhere lets you cook so much, so automatically, so easily! It's like owning two ranges, a separate Rotisserie,

an outdoor barbecue grille, a thermostatic frying pan, an automatic coffee maker and another pair of hands . . . *all-in-one!*



**UNITS** heat faster, swing up for easier cleaning!



**DISPOS-A-BOWL** liners, clean easily, are replaceable when soiled!



**GUIDE-LINE CONTROLS** "dial" any heat . . . are easier to read!



**GREASELESS GRID-ALL** converts to giant *fifth* unit!

"INSTANT" HEAT in left rear unit for faster cooking. **OVEN RACKS** can't accidentally pull out or tilt. **AUTOMATIC CLOCK** turns ovens, front unit on-off. **BAR-B-KEWER** gives meats "broiled outdoors" flavor. **RADIANT BROILERS**, waist-high for easy reaching. **COUNTER-BALANCED DOORS** won't drop or slam. **TWO ELECTRIC OUTLETS**, one automatically timed. **ONE-PIECE TOP AND BACK**, no dirt-catching seams. **TITANIUM PORCELAIN** wipes clean with damp cloth.



**THERMOSTATIC CONTROLS** end food burning, pan scorching!



**MEAT OVEN** reduces shrinkage; turns off when roast is done!



**ROTISSERIE** automatically turns meats or fowl!




**UTILITY DRAWER** rolls out completely for easier cleaning!



## Whirlpool

Whirlpool Corporation, St. Joseph, Michigan

(Use of trademarks  and RCA authorized by trademark owner, Radio Corporation of America.)







**STEPPING OUT**, Fred, the pet squirrel, emerges from nest behind a row of books in his Dallas home.

## Squirrel's Soft Life

### A TEXAS PET THRIVES ON DOMESTIC COMFORT

Fred, a 6-month-old squirrel owned by Mr. and Mrs. Kenneth Hinkel of Dallas, Texas, has better reason than most of his species to be bright-eyed and bushy-tailed. He lives safe from the elements in a nest of newspapers in a bookcase and he is freed of the need to forage because the Hinkels keep him supplied with pecans. And the Hinkel family and their cats join in keeping Fred entertained in his indoor wonderland (*next page*).

Fred was orphaned when he was three days old. The man who shot his mother took him to a pet shop where the Hinkels found and adopted him. They raised him on milk administered first by eye dropper and then by baby bottle. Gradually they put him on a solid diet and gave him the run of the house.

Though seemingly soft, indoor life has its dangers for Fred. Twice he tumbled into toilets and nearly drowned. But the Hinkels rescued him and revived him with artificial respiration and hot tea. Fred is, however, spoiled for the outdoors. He fell out of the first tree he climbed and hasn't gone near one since.

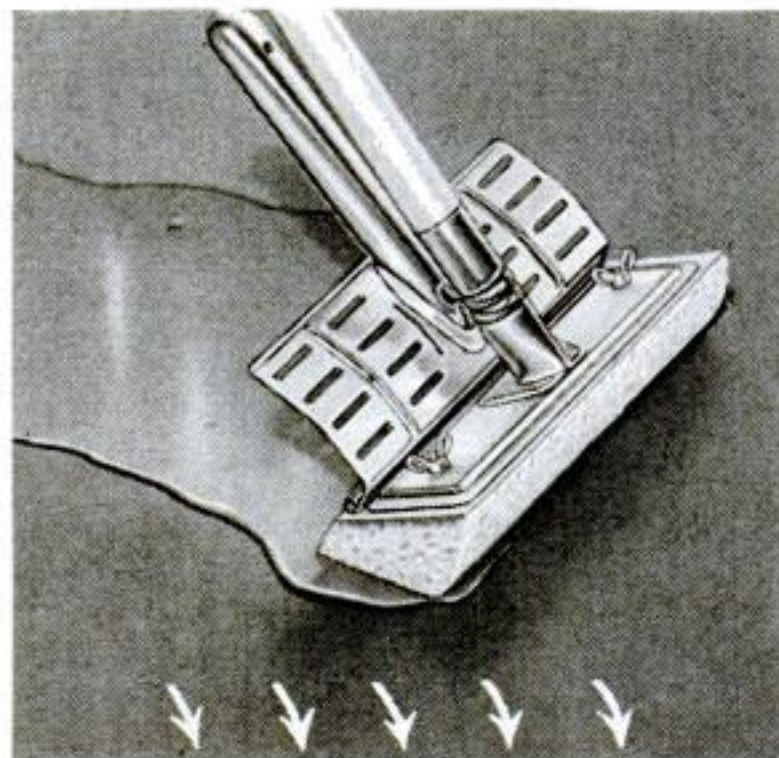
**SETTLING DOWN**, Fred retreats behind books, pulls newspaper over him when he goes to sleep.



# 3 ways better... O-CEDAR SPONGE MOPS

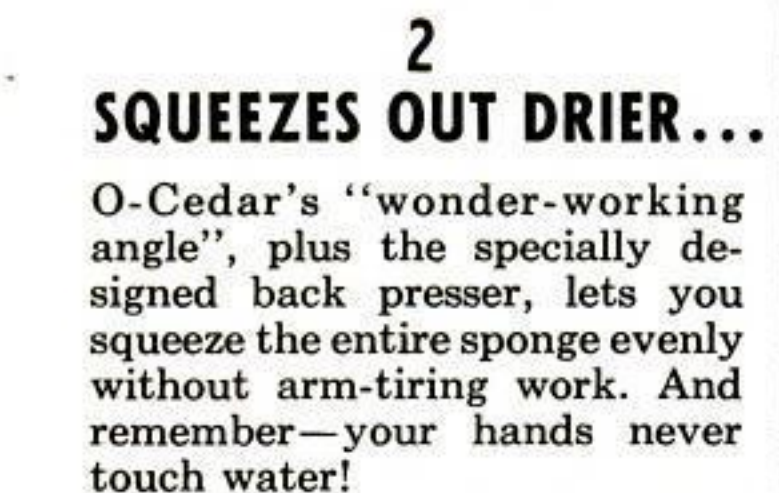


with exclusive  
**"Wonder-Working Angle"**



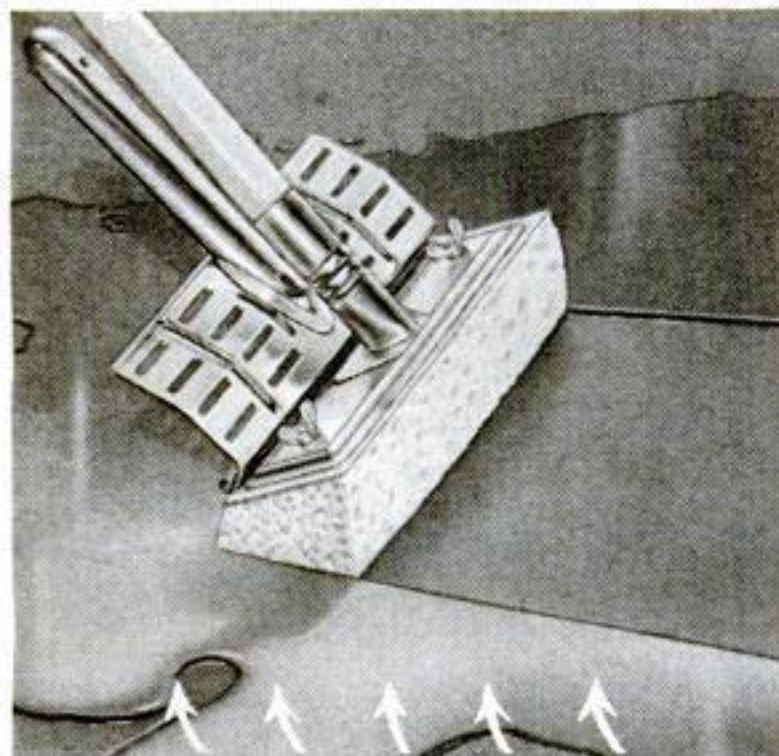
## 1 GRIPS THE FLOOR...

Only the O-Cedar sponge has the scientifically cut "wonder-working angle" that makes it hug the floor surface. This action spreads just the right amount of water with less effort—actually scrubs out the most stubborn dirt.



## 2 SQUEEZES OUT DRIER...

O-Cedar's "wonder-working angle", plus the specially designed back presser, lets you squeeze the entire sponge evenly without arm-tiring work. And remember—your hands never touch water!



## 3 PICKS UP MORE WATER...

The "wonder-working angle" sponge lies flat to the floor. Only light back strokes are necessary to pick up water or accidental spills. In just a jiffy your floors are sparkling clean.

## Keeps Hands Dry... Saves Mopping Time!

With the O-Cedar Sponge Mop, you can damp mop an entire floor in just *minutes* without "scrub water hands". O-Cedar Sponge Mops are ruggedly built too, with all metal parts fully chrome plated for long, dependable service. That's why they're *guaranteed for five years!* Model "76" (shown) only \$4.50. New deluxe model "88" with king-size 11-inch sponge that squeezes from the handle, only \$5.95. Use extra sponge refills for waxing and special cleaning jobs.

Available where you buy  
cleaning supplies



O-CEDAR  
Chicago, Illinois—Division of  
AMERICAN-MARIETTA COMPANY  
O-Cedar of Canada, Ltd., Stratford, Ontario



## SQUIRREL'S SOFT LIFE CONTINUED



**MORNING RITUAL** finds Fred contentedly perched on Mrs. Hinkel's back as she bends to brush her teeth. He frequently drinks the water from the basin.



**DAYTIME PLAY** for squirrel includes leaping gaily from twin bed over to that of Mrs. Hinkel. He likes to sit in her lap when the family watches TV.



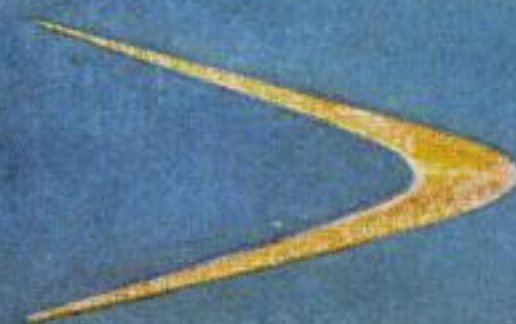
**NIGHTLY BATH** is administered to Fred by Sam, the boss of the Hinkels' three house cats, who busily imposes kitten discipline on the little squirrel.



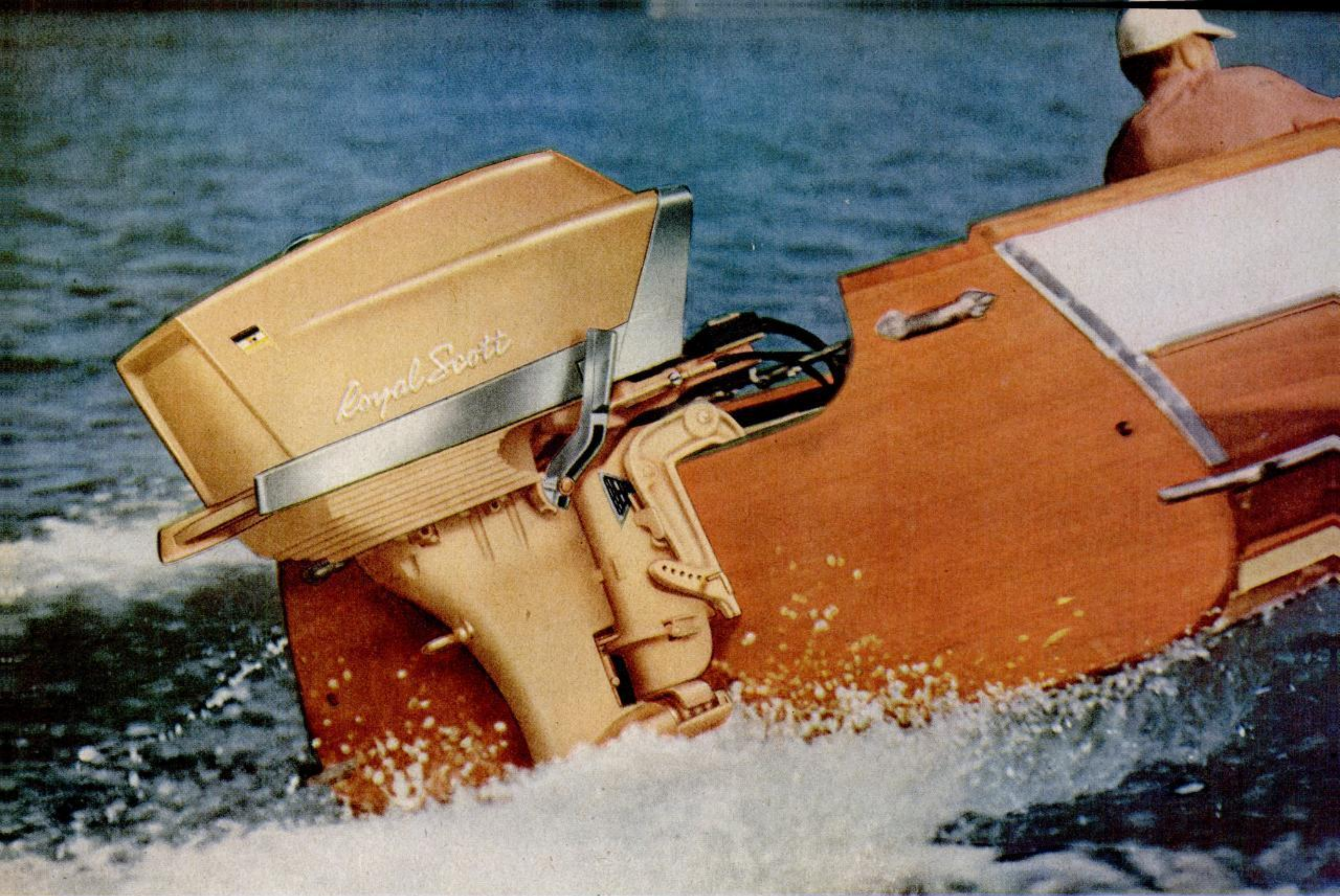


**SCOTT·ATWATER**

**brings you the most exciting outboards ever built...**







**THE ROYAL SCOTT 40 HP.** Matchless performance. Unconditionally, the finest outboard ever designed!

## *Break away from the past...* **SEE WHAT'S**

**NEW RAYMOND LOEWY DESIGN!** Now, America's leading industrial designers give you a dashing, daring motor that will be admired for years to come. From the clean, sweeping lines of its hood to the tip of its sleek Aqua-blade lower unit, the 1957 Scott-Atwater has the "look of tomorrow"!

Bold modern styling is another pace-setting *first* brought to you by Scott-Atwater—*first* outboard to bring you a full line of gearshift motors—*first* with Bail-a-Matic, the pump that bails your boat automatically!

**NEW CHOICE OF COLORS!** Now you can match or accent your boat with your new Scott-Atwater. Choose from five dramatic hood colors: Seagull White, Yachtsman Grey, Aqua Blue, Fleet Red or Mahogany Brown. Sand Dune Gold on Royal Scott exclusively.

These handsome hoods are molded of durable, sound-smothering fiberglass that helps reduce motor noise. They team up with Scott-Atwater's vibration-deadening Hush-spring Mount and underwater Aquamute Exhaust to give you wonderfully quiet outboarding.



SCOTT-ATWATER MANUFACTURING CO.



A DIVISION OF McCULLOCH MOTORS CORPORATION





**THE VERSATILE 7½ HP.** Scott-Atwater offers you a wide choice of outstanding outboards from 3.6 to 40 hp!

## **NEW IN OUTBOARDS!**

**NEW 40 HORSEPOWER!** You'll be king of the waters with a great new Royal Scott—the most powerful, most advanced twin-cylinder motor afloat!

You'll get faster, more dependable starting with the new, 12-volt electrical system and aircraft-type generator that keeps your battery charged (exclusive battery box included). An electric fuel pump eliminates hand priming. And a remarkable new Economizer carburetor cuts fuel consumption up to 34%!

The Royal Scott boasts the added luxury of turn-key starting (just like your new car!) as well as a distinctive gold and platinum finish and engraved owner's nameplate. One look and you'll see that never before was there an outboard like this!

**NEW 7.5 HORSEPOWER.** If you'd like a smaller, lower-priced motor for all-around fun, choose the spirited 7½ hp. This easy-to-carry, easy-to-handle outboard is light in weight, yet its high-compression engine packs sizzling power for its size. New steel reed valves give you instant response to the throttle and slow, smooth trolling.

Stop in at your nearest Scott-Atwater dealer's anywhere in the U.S. or Canada; see his full line of exciting new outboards: 3.6, 5, 7.5, 10, 16 and 40 hp.\*

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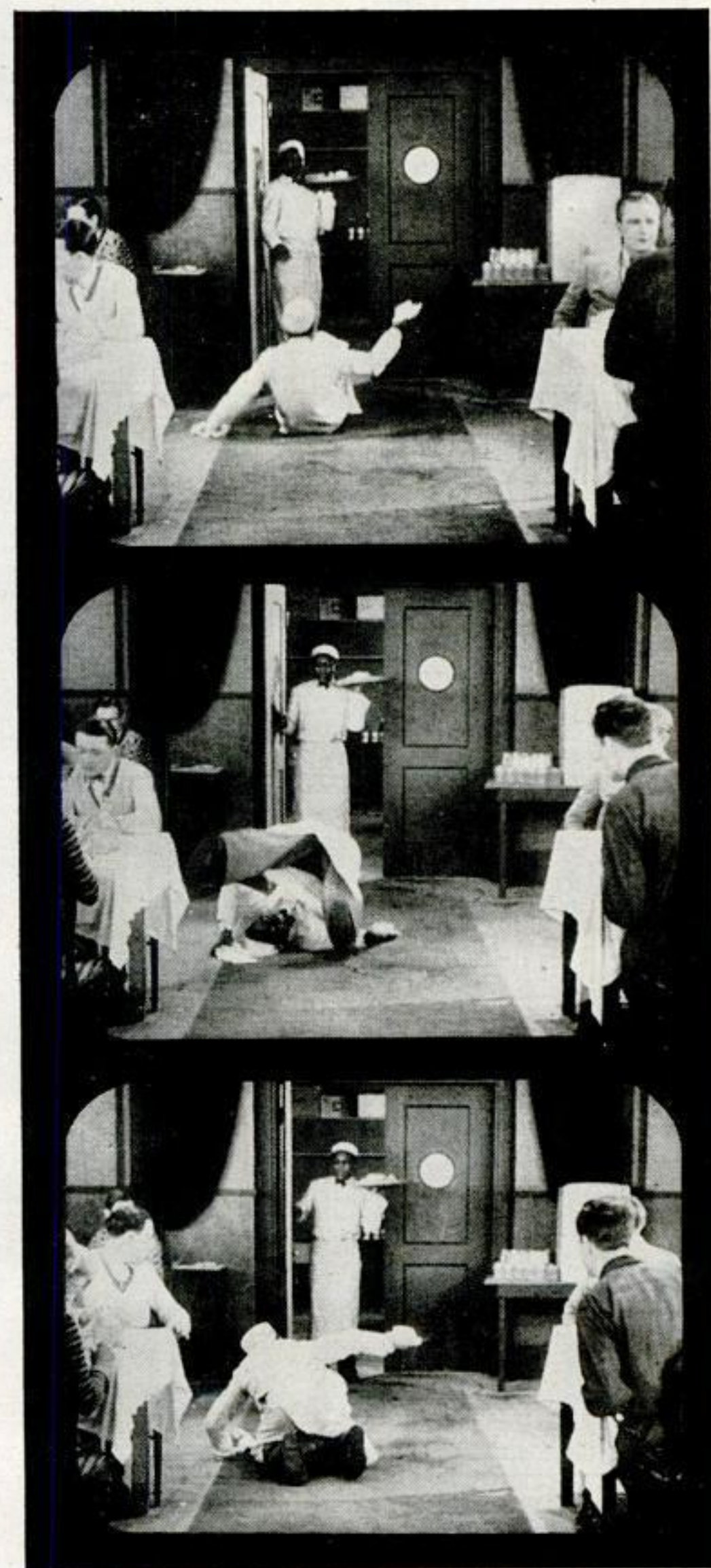
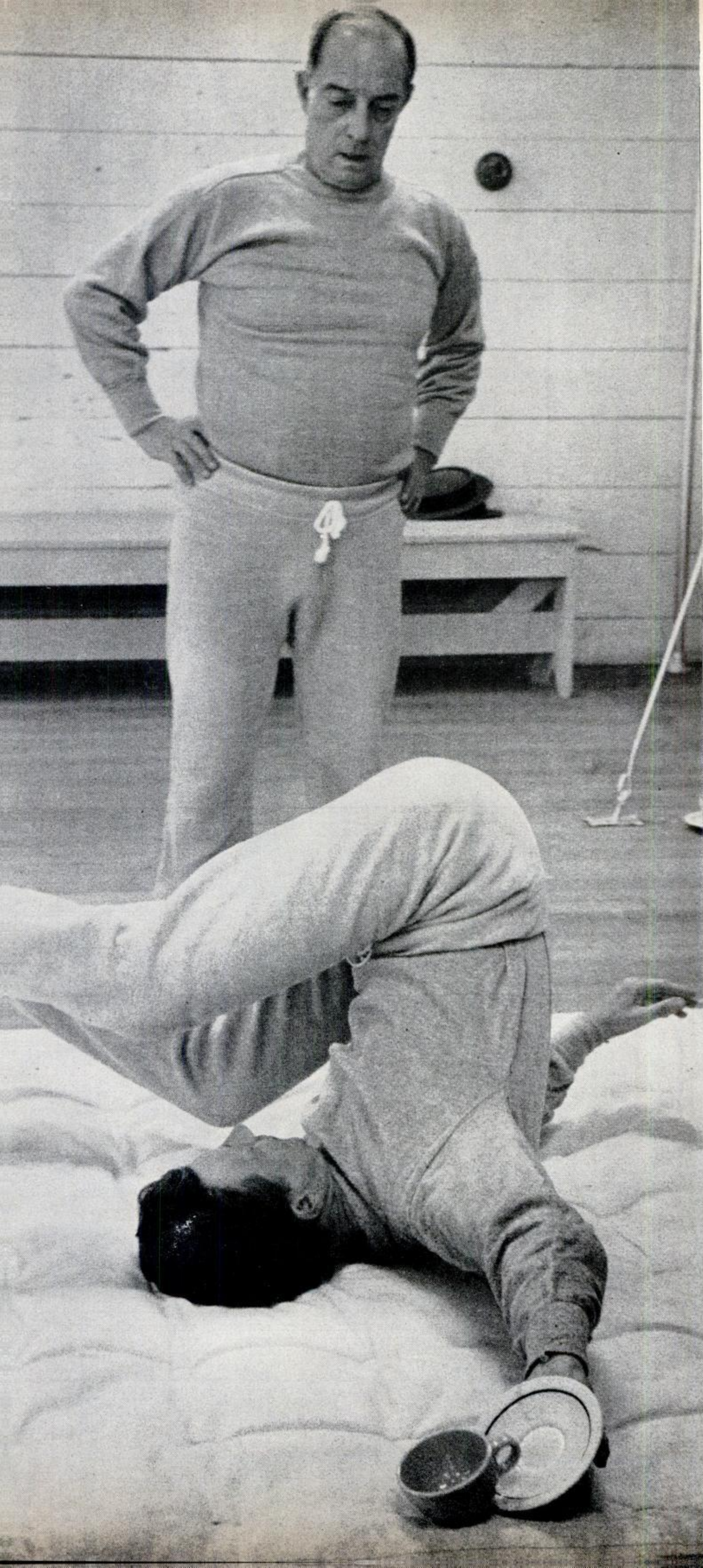


# Old Comic and Pupil

HOW TO PLAY KEATON

BY BUSTER IN PERSON

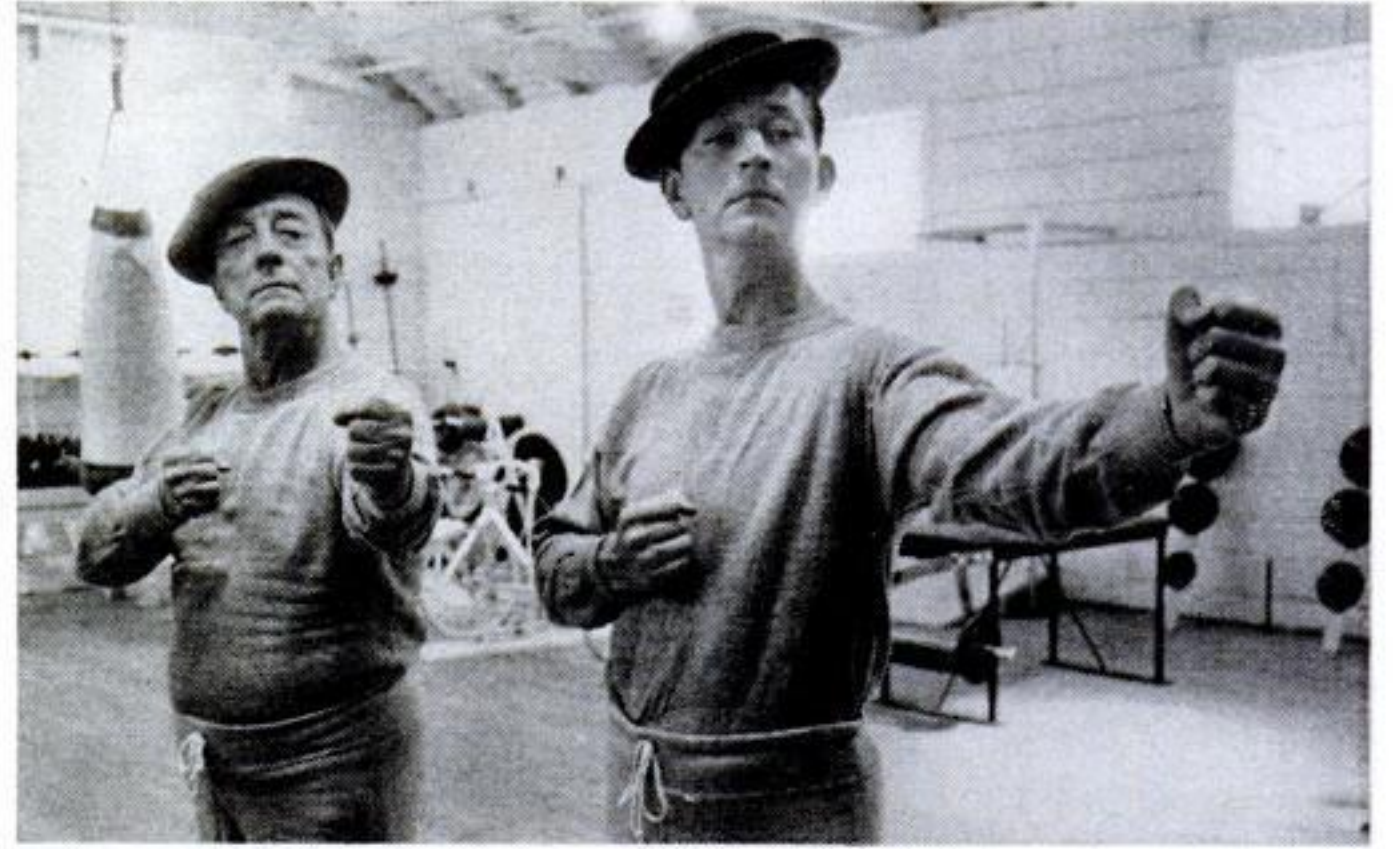
The slightly somnolent face of Buster Keaton, perched in sad indifference atop a body in furious motion, kept a generation of silent film fans in stitches. He could somersault backward with a cup of coffee in one hand and never spill a drop, or slide for yards on either one of his ears. Now Paramount Pictures has tried to recapture in a new movie these ancient glories on the playing fields of Keaton. They hired the 60-year-old Buster to teach Donald O'Connor how to play 30-year-old Buster and everybody (as these pictures show) had fun. But as a movie *The Buster Keaton Story* is sadly lacking. Most importantly, it lacks Keaton.



**UNSPILLED COFFEE TRICK** was part of restaurant sequence (above) in Keaton's 1927 comedy, *College*. For *The Buster Keaton Story* he and O'Connor, dressed in gym clothes, practiced it (left) but it was cut out of movie.



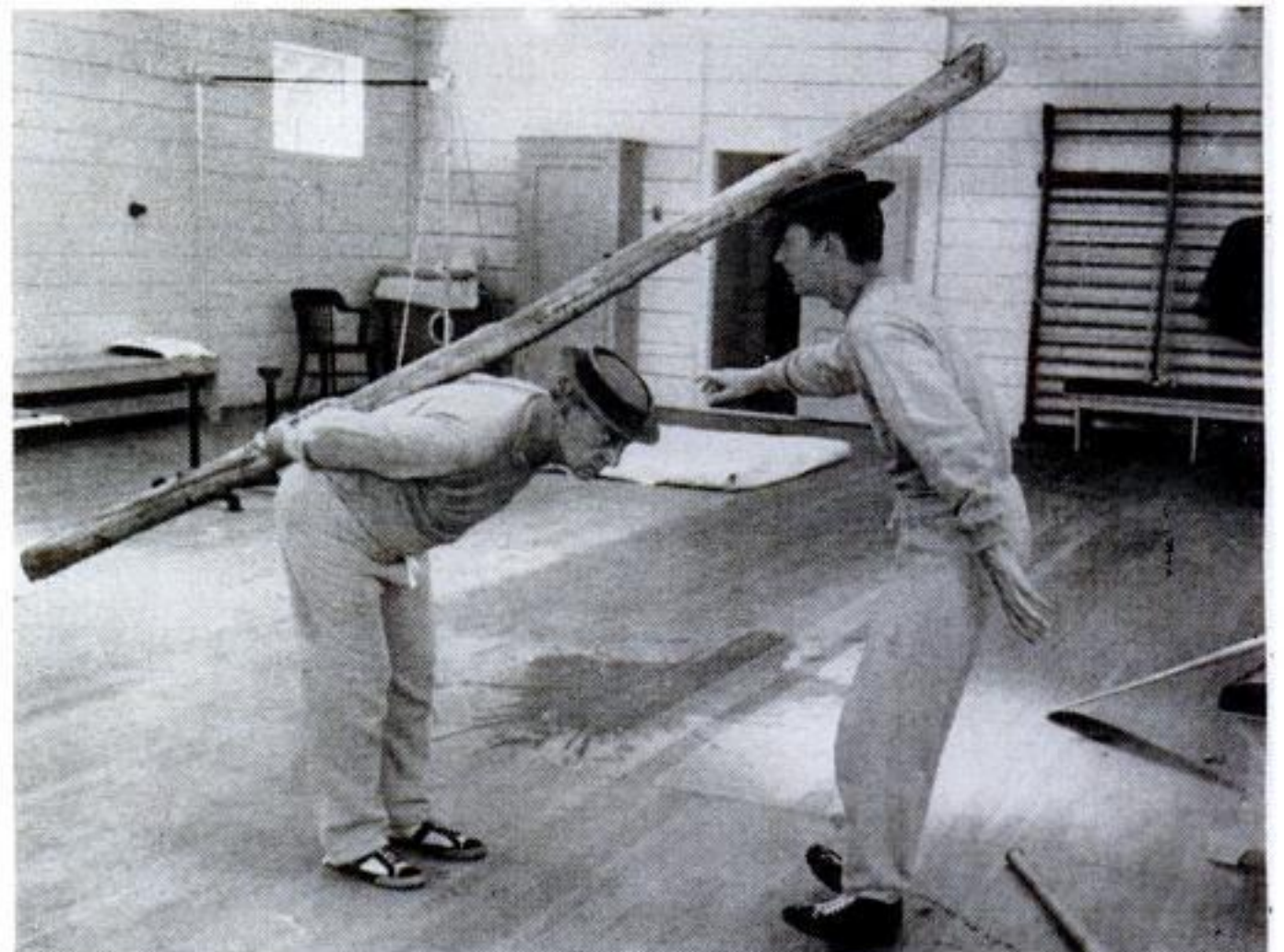
## BEST OF BUSTER'S BOFFOS



KEATON'S COMIC POSTURES were repeated over and over in his films. Here he shows O'Connor a fighter stance he did for *Battling Butler* of 1926.



AS JERK SODA JERK Keaton in 1927 staged a hilarious mess in a soda fountain. He found O'Connor loved the delightful business of smashing eggs.



BOUND TO THE STAKE in *Paleface*, a 1922 two-reeler, Keaton pulled up stake and clobbered the Indian chief. Here, in a lesson, he clobbers O'Connor.

CONTINUED

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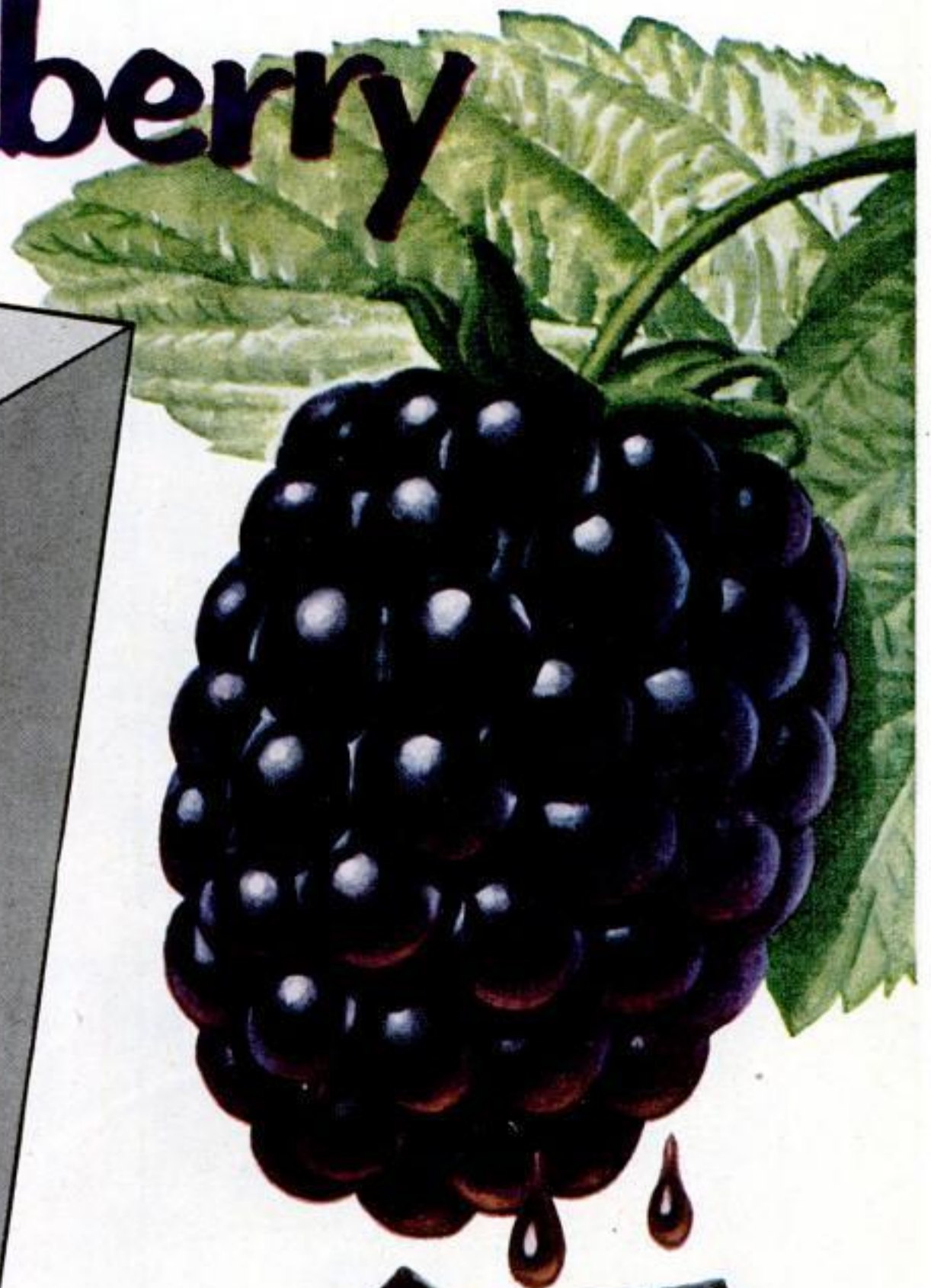




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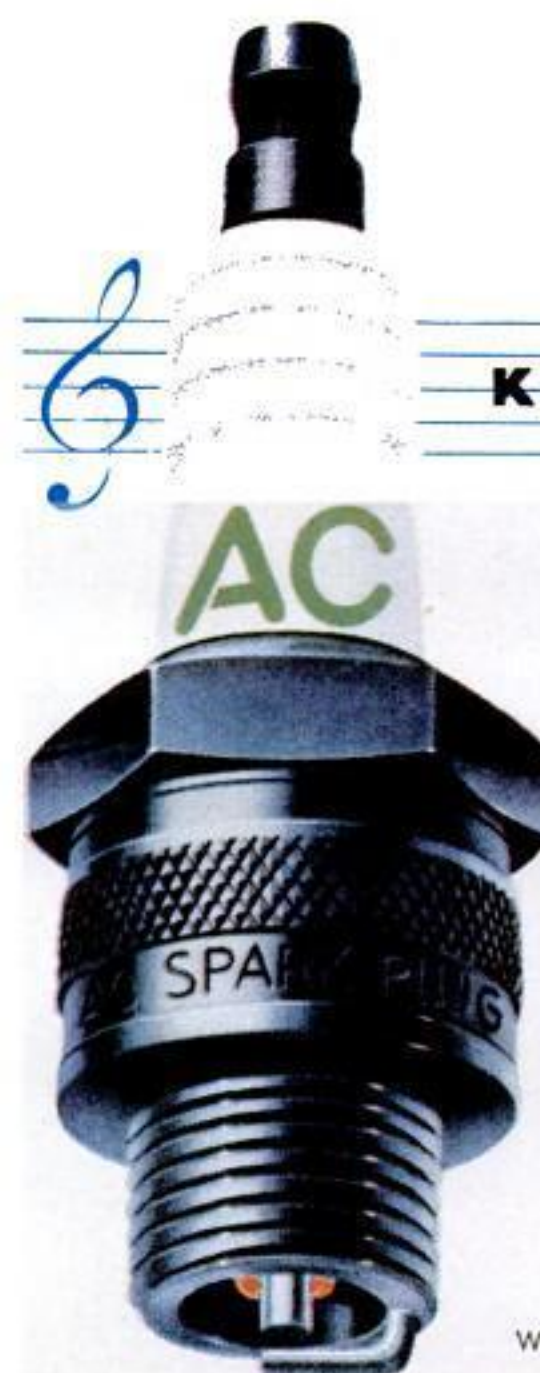
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# THE ART OF THE WALLOP



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# FOREBEARS OF THE WEST

The Celts, who dominated Europe for four centuries,  
left a deathless heritage to the English-speaking world

by LINCOLN BARNETT



SCULPTURE OF CELTIC WARRIOR  
WAS FOUND IN BOHEMIA

**J**UST as every individual in the world today is a composite of all his ancestors, so every nation is the product of all the civilizations that antedated it on earth. In the preceding articles of this series the factors that shaped the Western world have been traced from prehistoric times, through the earliest cultures of the Near East, to the dawn of history in Europe. This essay describes some immediate forebears of the English-speaking people, the Celts, who flourished for four centuries before the birth of Christ and profoundly influenced the spirit and language of much of Europe, whence the majority of Americans have derived.

Although, at the peak of their power, around 250 B.C., the Celts held sway from the British Isles to Asia Minor, they never formed an empire, nor even a nation. Nor did they constitute a race. They were a conglomerate people, whose various branches—the Goidels of Ireland and Scotland, the Brythons of Britain and Brittany and subdivisions such as the Belgae, the Gauls and the Helvetii—were united by a common language (though with variant dialects) and a sense of kinship based on shared elements of thought, taste, emotion and religious belief. The Greeks called them *keltai*, and like the Romans regarded them as barbarians though of a somewhat superior order. Insofar as they were nomadic, undisciplined, warlike and egregiously untidy, the Celts were indeed barbarians. Yet in curious contrast to their low material culture there lay deep in the Celtic temperament the gift of imagination, a love of learning and a flair for poetry and storytelling which eventually would prove their greatest bequest to posterity. Adaptable, inquisitive and peripatetic, they absorbed many of the elements of the Mediterranean civilizations with which they came in contact and carried them northward to the untamed woodlands, marshes and meres of a Europe that lagged over 2,000 years behind the warm lands of the Near East. The Celts were torchbearers who brought the light of ancient cultures to the shores of the North Atlantic and the mysterious islands that loomed in the mists beyond.

Present-day knowledge of the Celts stems mainly from three sources: archaeological exploration, which has uncovered their settlements and fortresses in Britain and on the Continent; the legends perpetuated in Irish and Welsh folklore; and the writings of the classical Roman and Greek historians. Caesar was interested in the Celts and had a good deal to say about them in his *Commentaries*. Diodorus Siculus described them physically as tall, muscular, fair-skinned and blond, adding captiously that they sometimes bleached their hair "to increase the distinguishing colour which nature has given it." He also noted that some affected long mustaches which "become entangled in the food and, when they are drinking, the beverage passes, as it were, through a kind of strainer." Strabo observed that "the whole race . . . is war-mad, and both high-spirited and quick for battle, although otherwise simple and not ill-mannered. . . . In addition to their trait of simplicity and high-spiritedness, that of witlessness and boastfulness is much in evidence, and also that of fondness for ornaments. . . . And by reason of this levity of character they not only look insufferable when victorious, but also scared out of their wits when worsted."

So far as the Celtic women were concerned, Ammianus Marcellinus declared, "A whole troop of foreigners would not be able to withstand a single Gaul if he called his wife to his assistance, who is usually very strong, and with blue eyes; especially when swelling her neck, gnashing her teeth and brandishing her sallow arms of enormous size, she begins to strike blows mingled with kicks." Yet for all their belligerence and boastfulness, the

Celts were also a notably hospitable and generous people. It was their practice to invite strangers to their feasts without asking their identity or business until after the end of the meal.

The Celts originated, so far as anyone knows, in southwestern Germany east of the Rhine. Although the Celtic language may have existed as early as 1000 B.C., Celtic culture probably did not begin to take form until around 700 B.C., and it was at this time that the first great migrations got under way. Impelled by various factors—hunger for land and booty, increasing population, the pressures of neighboring people, and their own restless nature—the Celts began to expand in all directions. Between 500 and 400 B.C. they moved into France, Switzerland and the British Isles, then flooded south across the Alps and sacked Rome in 390 B.C. By 350 B.C. they had overrun most of Spain. A later wave swept down the Danube into the Balkans, then pillaged northern Greece. Thence they proceeded to Asia Minor and established a kingdom called Galatia.

By 250 B.C. the tide of conquest had reached its height. Their trade routes crisscrossed the passes of the Alps, the Danube valley and the valley of the Rhine; and it was along these commercial thoroughfares that the cultural heritage of Greece and Italy filtered slowly to the barbarous north. The main Celtic exports were copper, gold, tin, amber, textiles and slaves. In exchange they received Greek and Etruscan works of art, bronze buckets, mirrors and, in particular, wine. The Celtic craving for wine rather shocked Diodorus, who observed that "they partake of this drink without moderation" and "when they are drunken fall into a stupor or a state of madness."

For all their far-flung colonies, the Celts never evolved any formal political system. They had no cities, no central authority. Though they recognized the strength of Rome and were aware of their own disunity, they never progressed beyond the stage of tribal or clan organization. They remained a feudal society, consisting of a warrior aristocracy bestriding a peasant population, fragmented into tribal units, sometimes united but often as not involved in bloody feuds. Their truculent temperament, which seemed often to set them fighting merely to relieve the monotony of peace, also led them to enlist as mercenaries whenever there was an available war. They fought for the Greeks, for the Carthaginian forces of Hannibal and for the Egyptians under Ptolemy II.

The decline of the Celts was as rapid as their rise. Within three centuries the powerful Roman legions overran Italy and Spain, subjugated all of Gaul, invaded the British Isles and reduced the far-flung Celtic dominion to a mere hinterland of Rome. Yet though stripped of their holdings and driven back to a few remote strongholds in northwestern Europe, the Celts were by no means moribund. They lived on within the framework of the Roman Empire and left their imperishable mark on European civilization.

Although the Celtic language today exists nowhere as the main language of a whole society, in Ireland it is used as an official tongue. Its traces linger on throughout western Europe—in the Gaelic of Scotland, in the Manx of the Isle of Man, in the Breton of Brittany and in Welsh. Modern French is simply a corruption of Latin (which was imposed on Gaul by the Romans), as mispronounced and adapted by the Celts. But perhaps their most precious legacy has sprung from the unique and essential Celtic character transmitted to their present-day descendants in western Europe—their non-conforming, rebellious and unconfined spirit, their humor, and above all their flair for fantasy and poetic expression.

Paintings by SIMON GRECO  
Photographs by Dr. H. ZINRAM  
and LARRY BURROWS





**MIGRATING CELTS** pass through rough terrain into strange territory in quest of a new home sometime around 400 B.C. This is one of many ever-restless, ever-moving tribes which spread across the face of Europe during the great Celtic

expansion. With them the tribesmen bring their livestock and carry their possessions, heaped in ox-drawn carts or strapped to their backs. Their chieftain, astride his small shaggy horse, directs the march from a rocky ledge at right.

CONTINUED





**ON A CELTIC FARMSTEAD** a well-to-do landowner raises his hand in greeting to a friend. In accordance with the Celtic custom of "fosterage," the guest is delivering his son to live here as a foster child, thus forming a bond between the

two families. Their bright-checked woolen clothes reveal the Celtic love of color. The owner's wattle-and-mud house stands at left in an enclosure surrounded by a timber palisade. At right a woman replaces a wicker lid on a storage pit for

## IRON AND THE FARM

**T**HE soil of Europe was slow to bear the harvests of man's planting. Whereas in the Near East the kinship of seed and flower was revealed to Neolithic farmers as early as 6000 B.C. (LIFE, April 16, 1956), more than 20 centuries elapsed before the idea of agriculture worked its way across the forested wilds of Europe to the British Isles. It was not until the advent of iron (which reached northern Europe from the Near East in 700 B.C. and England in 450 B.C. via trade and migration) that farming

became a dominant vocation of the footloose and warlike Celts. Through this sturdy and easily worked metal the farmer came into his heritage. Virgin forests fell before his iron ax; the primeval soil was broken by his ox-drawn iron-tipped plow; the grain was reaped with his iron sickle.

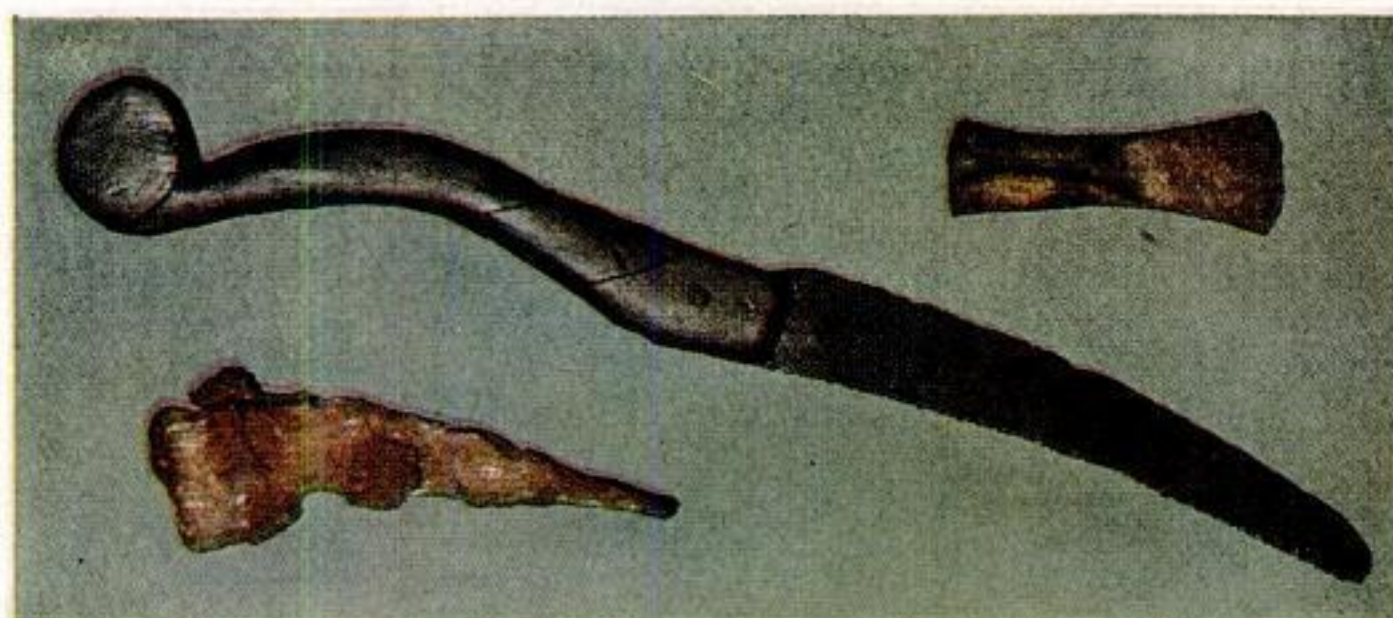
Yet the temperament of the Celts was such that agriculture and pastoralism never completely supplanted their love of hunting and warfare, for which iron also proved eminently useful. Their cultivated acreage remained small and scattered. On the downs and uplands families tended their crops of barley, wheat, oats and rye on holdings seldom more than 15 to 20 acres in size, dwelling in houses of wood or of wattle and mud.





grain. Behind her at right are two granaries, under whose thatched roofs seed is stored in covered pots. In lower right-hand corner an abandoned storage pit is filled with assorted trash. Beyond the palisade lie the owner's new-plowed fields.

The painting above, based on excavations of a site near Salisbury, England, depicts the farmstead of a relatively prosperous Celtic landowner of about 250 B.C. The circular enclosure is characteristically disorderly, for the Celts tended to dump their rubbish at their very doorsteps. All kinds of relics have been found in their abandoned storage pits—old meat bones, potsherds, ashes and even human bones, suggesting that they were sometimes used for informal disposition of the dead. The open downs beyond reveal no large holdings and no large towns, for the Celts were not creators of great cities or estates. To this day the west of England remains a land of small isolated hamlets and small separated fields.



IRON CHISEL, SAW AND ADZ WERE FOUND AT A CELTIC SITE IN ENGLAND

CONTINUED





DEFENDERS OF A BRITISH FORTRESS MAN THE PARAPETS AGAINST A MARAUDING TRIBE. WARRIORS SOUND LONG BOAR'S-HEAD TRUMPETS WHILE COMMANDING



BOAR'S-HEAD TRUMPET MOUTH EMITTED CALL TO BATTLE

## A WARRING PEOPLE

**I**N combat Celtic warriors impressed the coolheaded Romans as madly courageous, temporarily terrifying and strategically stupid. They dashed into battle with wild shouts and a piercing clamor of horns and trumpets, relying heavily on daring, noise and confusion. Their astute observer, Caesar, describing British charioteers in action, reported: "They begin by driving all over the field, hurling javelins; and the terror inspired by the horses and the noise of the wheels is usually enough to throw the enemy ranks into disorder." But for all their bravery, the Celts fought without tactical planning or adequate bodily protection. Though





CHIEFTAIN IN HORNED HELMET HOLDS ALOFT THE TRIBAL STANDARD. AT LEFT GATES CLOSE AS LOCAL FARMERS GAIN REFUGE WITHIN THE FORT'S ENCLOSURE

some carried shields of wood or bronze, and their leaders sometimes wore helmets, the rank and file fought bareheaded and often utterly naked.

Perhaps the most impressive feature of the Celts' defensive warfare was the fort. Because peace was an exceptional state, they studded the landscape with hilltop forts, some wrought of stone, others defended by earthen banks and ditches. Some were designed for temporary refuge, others for permanent sanctuary. The fort shown above exemplifies a type prevalent at the end of the Second Century B.C. The row of heads adorning its rampart-walk is no exceptional item of decor. The Celts collected the heads of their enemies and hung them over their doorways like hunting trophies. "The heads of their most distinguished enemies," Diodorus wrote, "they embalm in cedar-oil and carefully preserve in a chest. . . ."



BRONZE HORNED HELMET WAS WORN BY CHIEFTAINS





**CEREMONIAL COLLAR**, or torque, found in Norfolk, once adorned the neck of a Celtic chief. It is fashioned of twisted strands of an alloy made of 58% gold, 38% silver, plus copper, zinc, iron and tin.

## THE HOLY DRUIDS

**D**ISPERSED across the face of Europe, acknowledging no central government, the Celts were nonetheless united by one powerful binding force: the priestly caste of Druids who from Ireland to Asia Minor maintained intact the religious precepts and traditions of the Celtic world. Revered by tribes of Celts in every land, the Druids were more than priests: they were theologians, philosophers, diviners and judges of public and private disputes. Perhaps their strongest influence lay in their role as teachers. Instructing entirely through memory and the spoken word, they were the living custodians of Celtic lore and learning. Aspirants to the Druid order spent up to 20 years in preparatory study, but on admission were exempt from military service and received tax benefits. Only one of their moral precepts has been preserved: "To reverence the gods, to abstain from wrongdoing, and to practice courage."

A central doctrine of Celtic religion, as in many of men's faiths since the dawn of religion, was the immortality of the soul. Otherwise Druidism was a form of polytheistic nature worship, overlaid with magic and prophecy, and formalized by agrarian rites such as the cutting of the mistletoe and seasonal fertility festivals. The Celts worshiped not in temples but in forest glades and groves, where they made votive offerings. The awesome nature of these woodland ceremonies was described by the poet Lucan: "A grove there was . . . whose interlacing boughs enclosed a space of darkness and cold shade. . . . The images of the gods, grim and rude, were uncouth blocks formed of felled tree-trunks." On certain grim occasions, the Celts practiced human sacrifice (*see following page*).



**SILVER CAULDRON**, wrought by Celts around 100 B.C. and embellished with divine figures and symbolic scenes, was employed in religious ceremonies. The bearded male bust with upraised arms in the center probably represents a god.

**IN A SACRED OAK GROVE** beside a sacred pond, Celts convene to worship their three-faced god. The chief Druid stands before the wooden image of the god, while other Druids sound bronze trumpets and cast votive offerings in the pool.



S. GRECO









**A MASS HUMAN SACRIFICE** is prepared by the Celts of Gaul. Describing this custom, Caesar wrote: "Some of the tribes make colossal wicker-work figures, the limbs of which are filled with living men: these images are then set alight

and the victims perish in a sea of flame." Such ceremonies usually took place during times of stress, plague, war or danger, and the victims were sometimes criminals or prisoners of war. The Romans endeavored to stop human sacrifice.





**IN A METAL SHOP**, a smith addresses a sales talk to a noble lady who is admiring herself in a bronze mirror, while her bored husband stands by. At right an assistant hammers out an iron sword blade. At left two others pour melted enamel onto a hot shield.

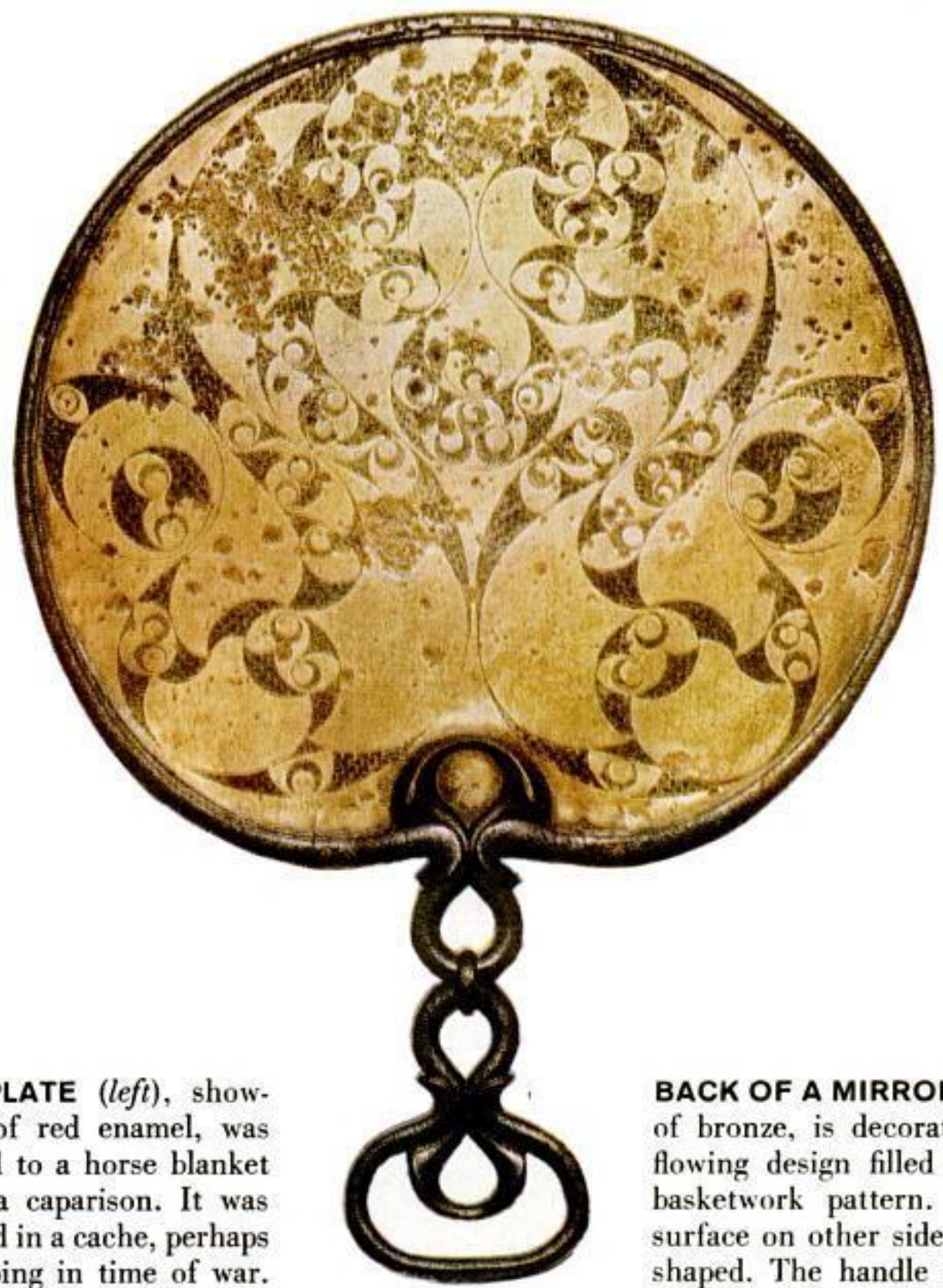
## THE SKILLFUL SMITH

**T**HE smith held a high place in Celtic society. He not only produced the iron swords, plowshares and axes that were vital to war and farming, he also fed the vanity of the warrior aristocracy by providing them with beautifully decorated shields, helmets and jewelry. So esteemed was the skillful smith that he enjoyed almost supernatural status; he was regarded more as sorcerer than craftsman. His art was magic.

The origins of Celtic art go back to the Fifth Century B.C. when craftsmen, borrowing ideas from the ancient world, evolved a new and characteristic style of their own, matching in beauty its prototypes. Celtic design was almost entirely abstract, characterized by nonrepresentational patterns of flowing scrollwork and bold eccentric curves. Sometimes its motifs were bizarre and tumultuous, hinting at convolutions of grotesque petals or the tendrils of vines, yet handled with taste and restraint. In general the artists' aim was a purely decorative one—to ornament useful implements of bronze. No less than their poetic endowment, the artistic talent of the Celts represents one of the mysteries of barbarian genius.



**BRONZE PLATE** (left), showing traces of red enamel, was once pinned to a horse blanket as part of a caparison. It was found buried in a cache, perhaps for safekeeping in time of war.



**BACK OF A MIRROR**, wrought of bronze, is decorated with a flowing design filled in with a basketwork pattern. Reflecting surface on other side is kidney-shaped. The handle is molded.

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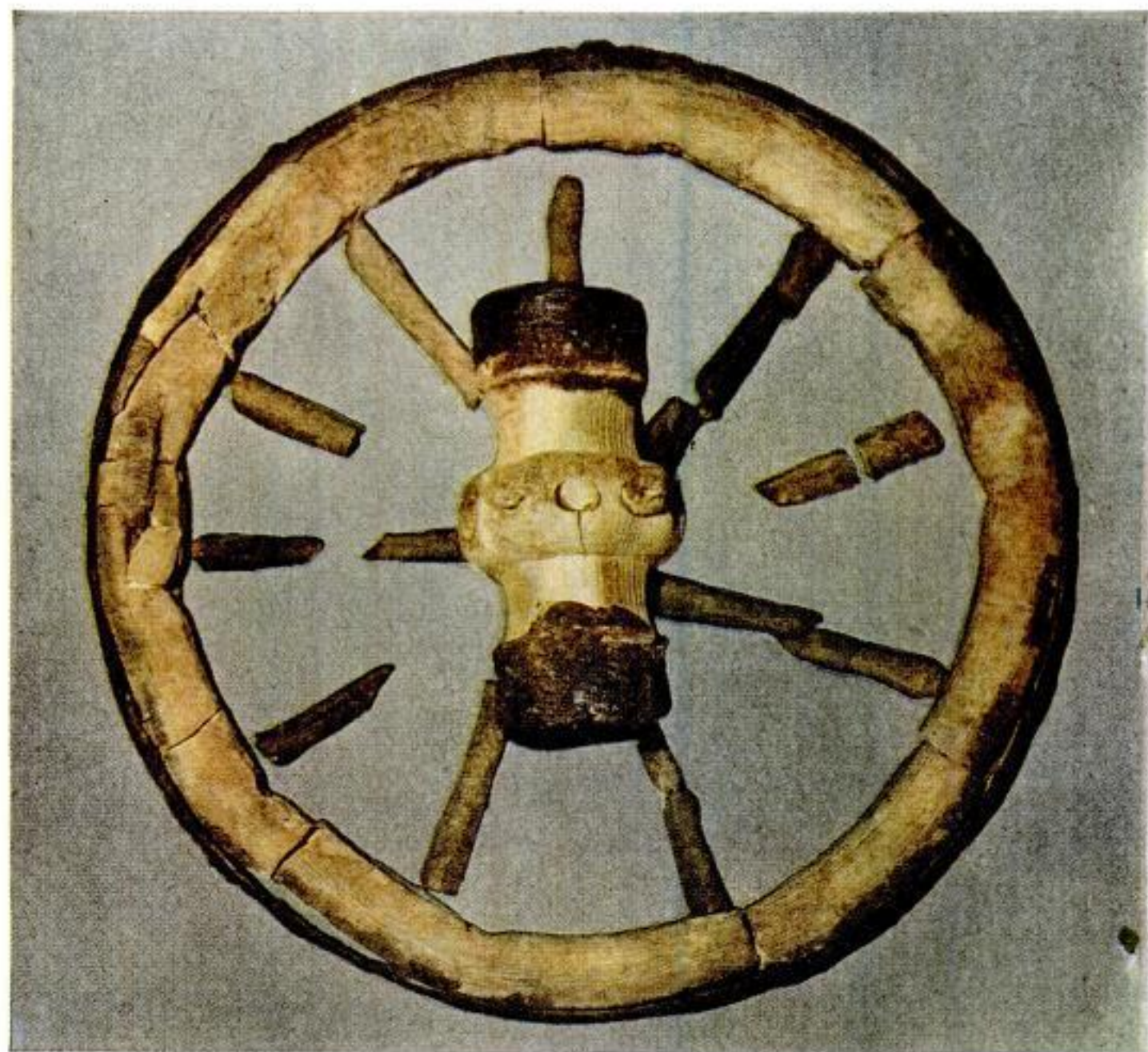


A BRONZE FLAGON IS RICHLY INLAID WITH CORAL AND ENAMEL

## THE RITES OF DEATH

**T**HE Celts were much preoccupied with death, partly because of their violent way of life, partly because of their conviction of the immortality of the soul. Like many another people they envisaged the hereafter as a continuation of earthly existence, involving all the same hungers, pleasures and physical needs. So when a man died his family frequently placed with him in his grave the things he would require in the world to come—weapons, jewelry and vessels filled with food and wine.

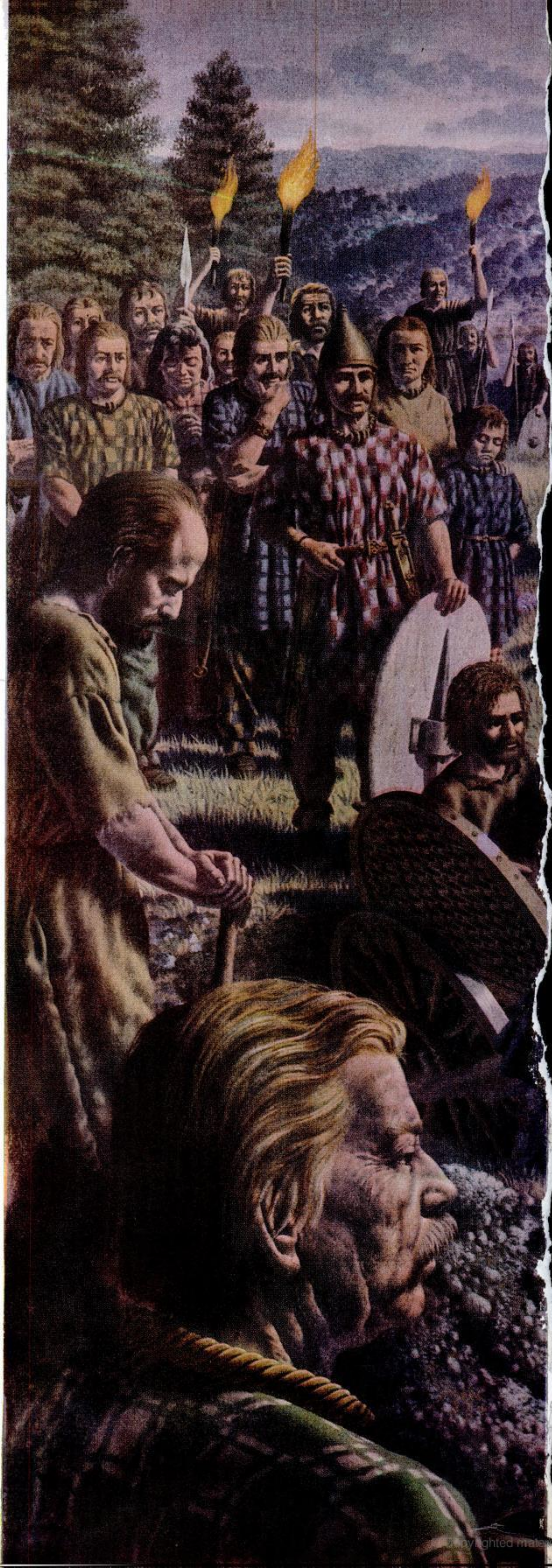
Although the poor were more casual about their dead, nobles and important chieftains were often buried in full battle regalia. Many tribes laid their leaders to rest in the chariots that had borne them into battle (*right*). At such royal funerals a large pit was excavated in a way that permitted the wheels of the chariot to be depressed and the pole and axle to lie level with the bottom of the grave. The deceased was then stretched out with his head in the chariot and his feet straddling the pole. Sometimes his horse, harnessed and caparisoned, was interred with him.



WHEEL OF CELTIC WAR CHARIOT HAS AN IRON TIRE AND IRON NAVE BANDS

**FUNERAL OF A CHIEFTAIN** takes place in Fifth Century Gaul. While laborers lower his chariot into the pit, a Druid chants above the body and another (*right*) pours an offering of wine. The new chieftain, son of the deceased, stands at left.

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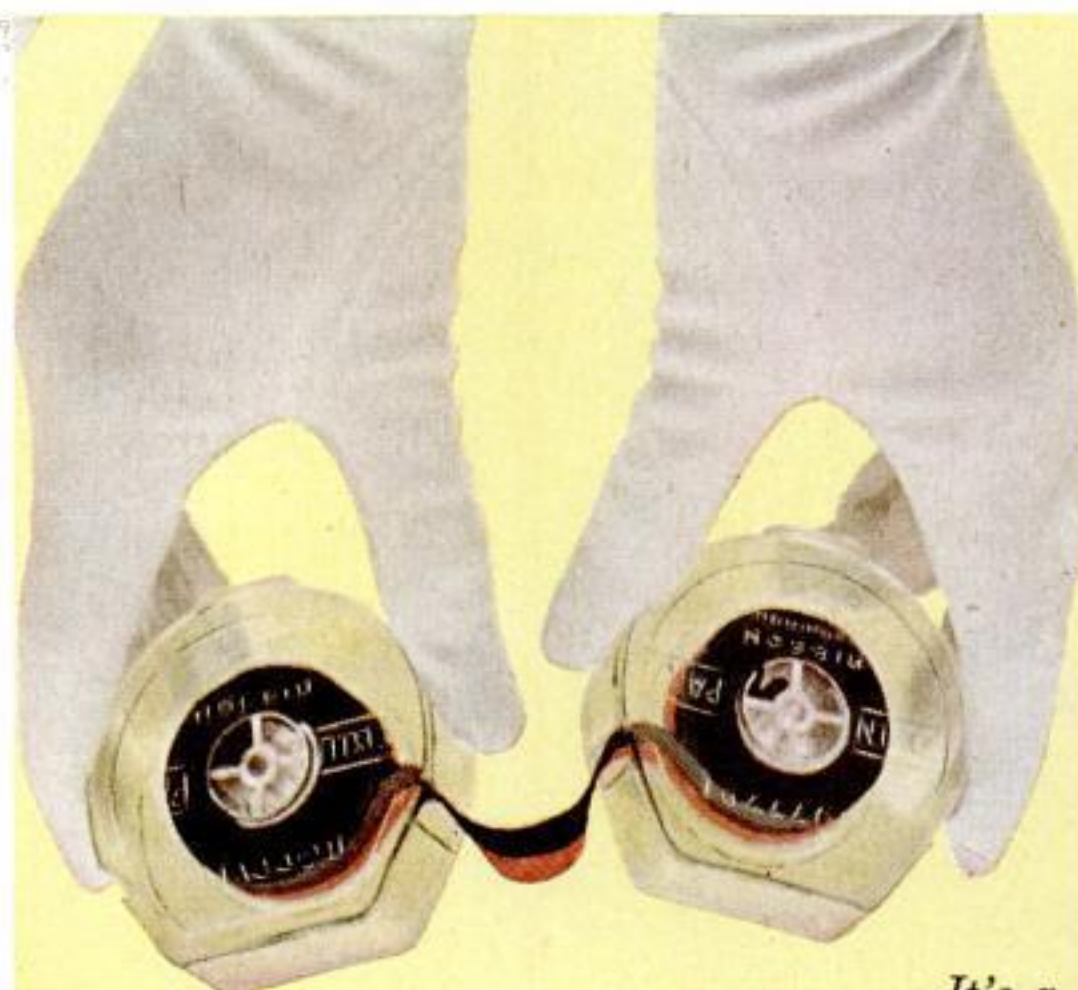








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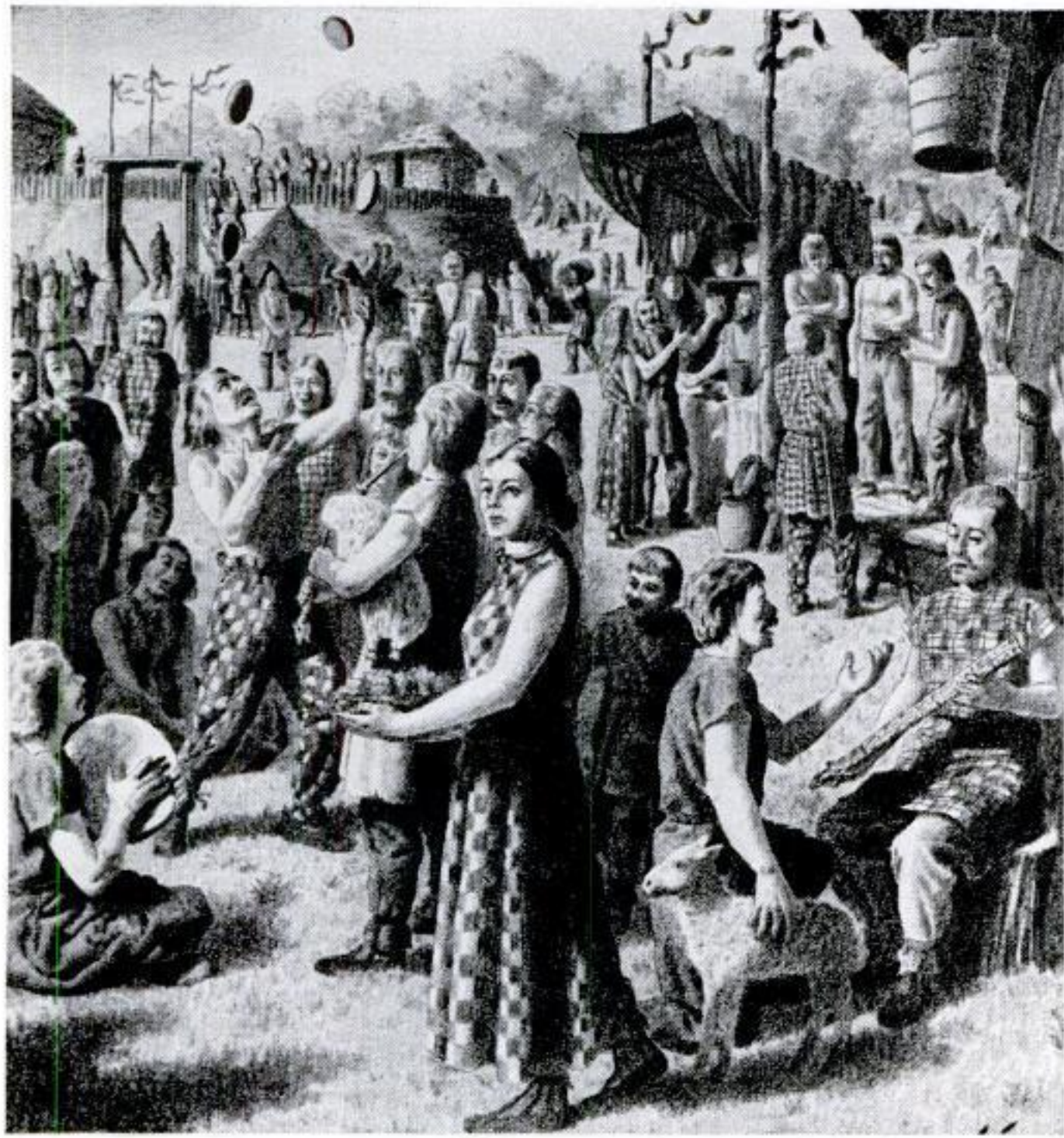
**ROYAL**

*standard  
typewriter*



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A CELTIC "ASSEMBLY" provided not only feasting and fun but a general meeting place for business, the settling of local affairs and religious celebration. Shown here are a juggler (left), a swordsman (right) and vendors' booths.

## DAWN OF EUROPE

**D**ESPITE the Roman occupation of Britain which lasted for four centuries, from 43 A.D. to about 400 A.D., the Celts preserved their identity as a people. The Romans failed to implant their culture in the British Isles as permanently as they had succeeded in doing in Gaul. They built roads and towns, maintained commerce, recorded the history of their time and enforced a period of law and prosperity. Their skills and learning—and Christianity—pervaded much of England. Latin was the official language. But Celtic remained the language of the peasantry, and Celtic folkways were not erased.

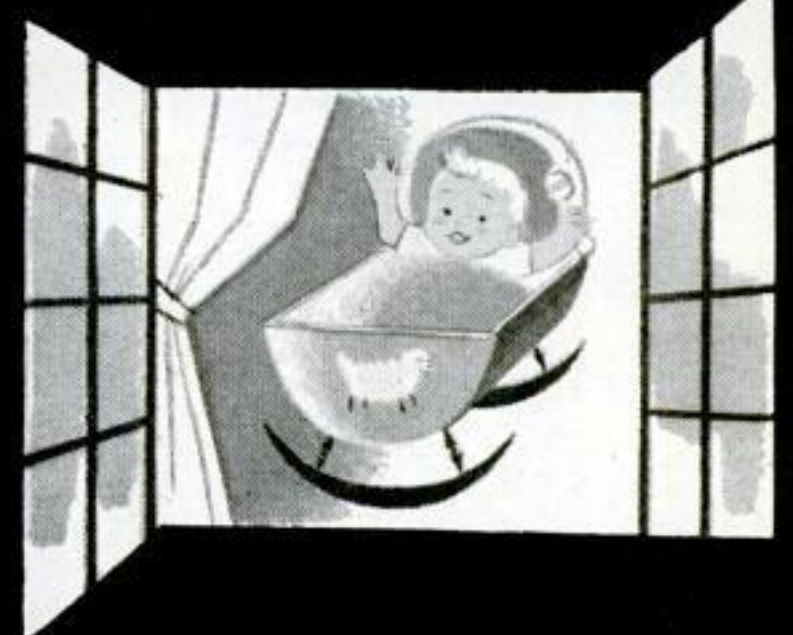
Then, as related by Sir Winston Churchill in his *History of the English-Speaking Peoples* (Part I, LIFE, March 19, 1956), pressure from Celts and other barbarians of Scotland, Ireland and Germany forced the Romans to withdraw their forces. With their departure, the invaders poured into the best lands, pushing the Celts to isolated strongholds in the north and west and in Brittany. There followed 200 years of barbarism, lighted briefly by the ideals and exploits of the legendary King Arthur. By the Ninth Century waves of Saxons, Norsemen and Danes had overwhelmed most of Britain. Then came the Normans under William the Conqueror.

During these Dark Ages and the centuries that followed, the Celtic strain was gradually diluted and blended with the blood of other peoples. Yet the vast majority of Britons today—English, Irish, Welsh and Scots and their kin in other parts of the English-speaking world—are direct descendants of the far-flung Celtic peoples, the ancestral protagonists of the Western world whose prehistory and cultural antecedents have been traced in the series which ends in this issue. Out of the divine spark that somehow was enkindled in the twilight forests of prehistoric Europe the Western world has been everlastingly enriched.

## ACKNOWLEDGMENTS

LIFE is indebted to the following scholars and institutions for aid in the preparation of this chapter of the "Epic of Man": Prof. Stuart Piggott, University of Edinburgh; the late Prof. Seán ó Ríordáin, University College, Dublin; Dr. G. W. Dimbleby, University of Oxford; Prof. F. E. Zeuner, University of London; Prof. Carleton S. Coon, University of Pennsylvania; British Museum; National Museum of Antiquities, Edinburgh; National Museum, Copenhagen; National Museum of Ireland; Glastonbury Lake Village Museum.

from  
cradle  
to  
college...



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IN CARPENTER'S APRONS, JERSEY CITY SCHOOLGIRLS CONCENTRATE ON DRILLING STRAIGHT HOLES WITH BRACE AND BIT. HOLES ALL CAME OUT TRUE

## Domestic Arts Taught with a Twist

GIRLS LEARN TO USE TOOLS, BOYS TO COOK IN JERSEY CITY SCHOOL



**THREADING NEEDLE**, Robert Olen, 13, prepares to darn sock. Boys also learn to iron shirts.



A wife nowadays may be stuck with fixing faucets because her husband is off on a business trip. A husband may have to get a meal because his wife is out ringing doorbells for the Red Cross. This switch may or may not be a good thing. But Jersey City has decided that it is here to stay and that children ought to be prepared for it.

This year, in an experimental course for eighth-graders at Jersey City's P.S. 38, the girls handled man-sized tools and the boys tried to become efficient housewives. The girls had previously taken cooking and sewing, the boys shop. In their new courses, the boys turned out to be sternly scientific, followed cookbook instructions to the letter. The girls proved surprisingly dexterous with tools. Both have benefited so much from the experiment that Jersey City is thinking of switching sexes in all eighth grade homemaking and shop courses.

**LAST LICK** to chocolate pudding is taken by Robert Pflaster, 13, who made dessert for the day's meal.

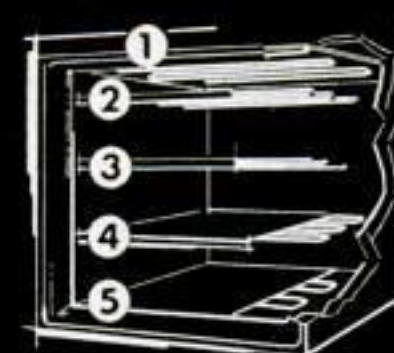


# Amana Exclusive!

## The 2-in-1 Freezer *Plus* Refrigerator



**EXCLUSIVE STOR-MOR DOORS!** Bring foods to your fingertips! Refrigerator door features big bottle space; butter keeper; jumbo freshener; cheese and egg drawers. Freezer door offers fruit juice rack; handy package racks with first-in-first-out convenience; plus five pint containers!



**FIVE AMANA-MATIC FREEZING SURFACES!** All shelves, and top and bottom of Amana freezer section are prime freezing surfaces. Exclusive with Amana! All foods stored on, or directly below, solid freezing plates!



**NO SPACE-WASTING BASKETS** in sparkling new Amana combination! Reach in, take what you like without fuss or trouble. It's easier, better, for all food stays on or directly below Amana-Matic freezing surfaces!

32 inches

Model FPR-18

Here's uncrowded food storage for you! Frozen food storage? 297 pounds of it in this genuine Amana freezer section. Refrigerator space? Equal to conventional 12-cubic-foot model. Cold? Genuine Amana-Matic freezing gives you even zero temperature always. And here's the big point. Both, mind you, in just 32 inches of precious kitchen space. This is really modern living. Freezer living . . . the modern Amana way. Get this 2-in-1 appliance of the future! For dealer nearest you, write Amana Refrigeration, Inc., Amana 2, Iowa.

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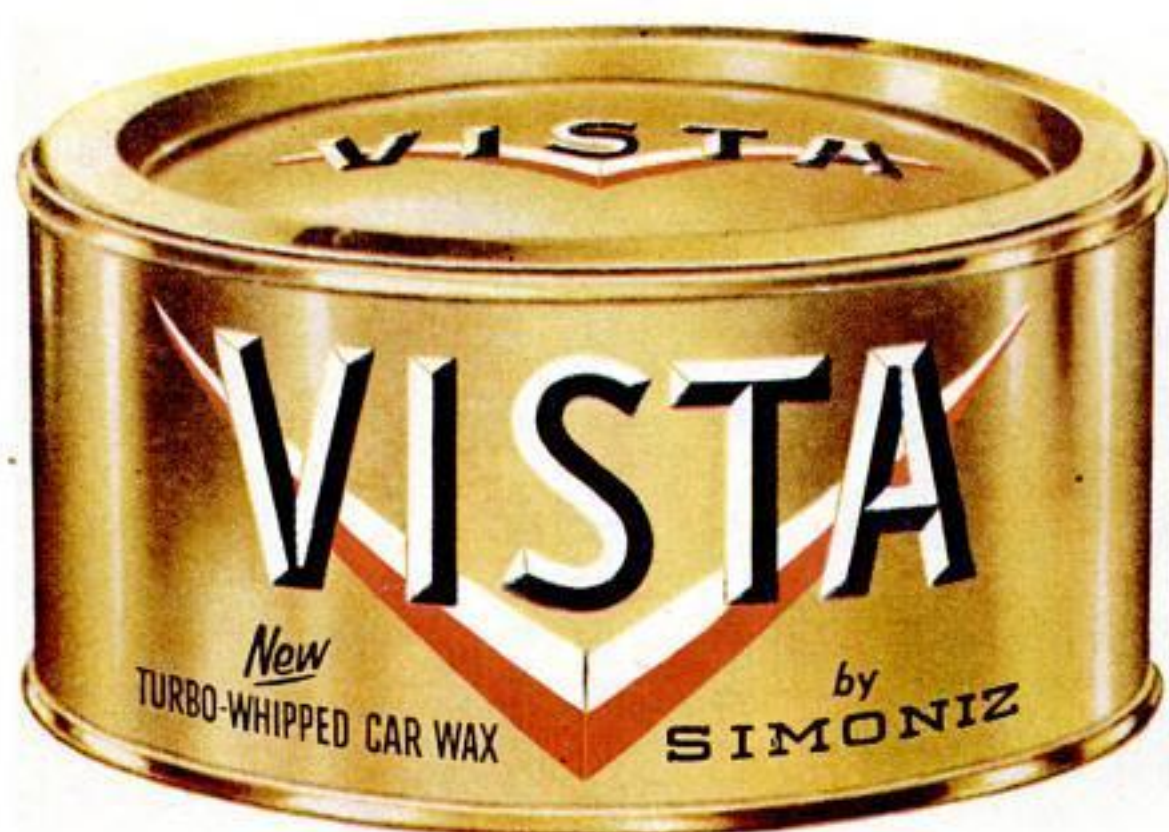
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OF FINE CRAFTSMANSHIP

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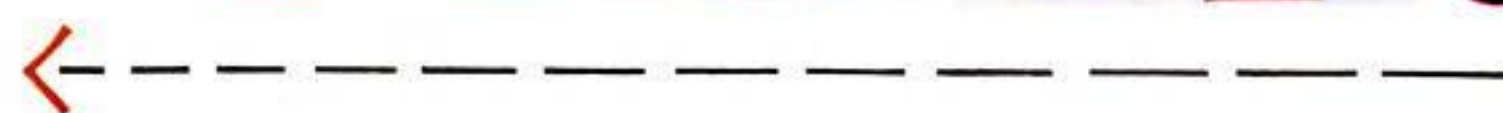
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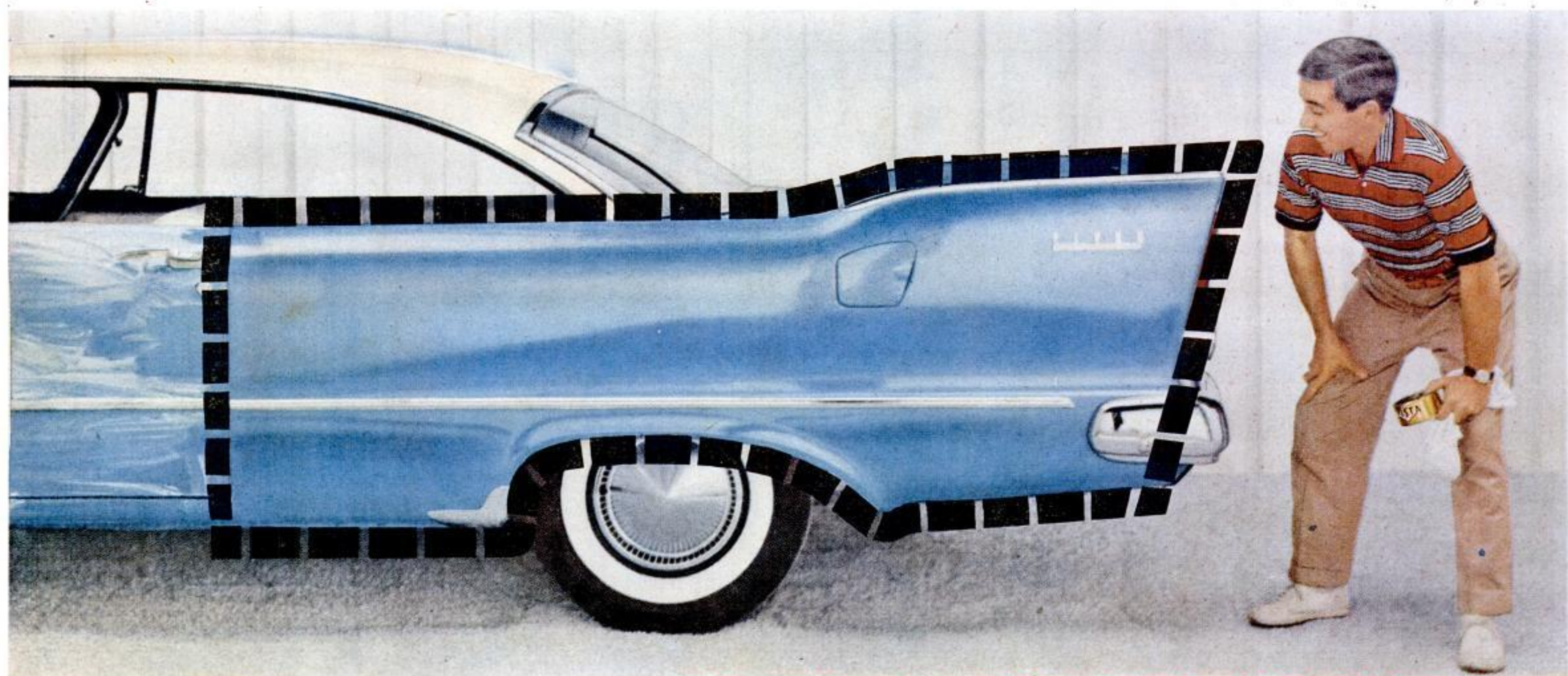
# new!



all-in-one car  
wax and cleaner by Simoniz  
...gives hard **paste wax**  
lustre and durability...yet  
cleans and shines with ease  
and speed never possible  
before!

**reason: VISTA IS TURBO-WHIPPED**

VISTA is tough paste wax, plus cleaner, *turbo-whipped* together. This exclusive mixing process by Simoniz whips hard wax into soft particles... makes it possible to clean and wax in one easy application. Designed for today's gay car colors, turbo-whipped VISTA is ideal for *all* car finishes. Try it!



rear fender, '57 Plymouth, cleaned and waxed. **VISTA TIME: 4 MINUTES. DURATION: UP TO 6 MONTHS.**





**FIXING SNACK,** Robert Olen cuts cheese sandwiches, his contribution to mid-morning meal for three-man team to which he was assigned. Within a single 90-minute class the boys prepare meal and eat it. By noon they are hungry again for their lunch.



**EATING SNACK,** Edward Thompson, 14 (foreground), Robert Pflaster devour sandwiches, cole slaw, pudding. The teacher first drills students on cooking procedures, but separate steps are spelled out on the blackboard in case the boys get stuck.



**WASHING UP** after eating lunch, another team shares the chore of washing, drying, putting away dishes. The boys launder own chefs' caps and starch them to stand as high as possible, after they were told that the best French chefs wear them that way.

CONTINUED

A clean,  
fresh mouth  
is always  
important!



A clean, fresh mouth is always important. Make your nightcap a cleansing, cool Lavoris rinse—and sleep refreshed. Lavoris is a stimulating astringent that leaves mouth and throat sparkling clean, soothes delicate tissues. Only a mouth that is clean could feel so clean! And, Lavoris tastes so good your whole family will want to use it.



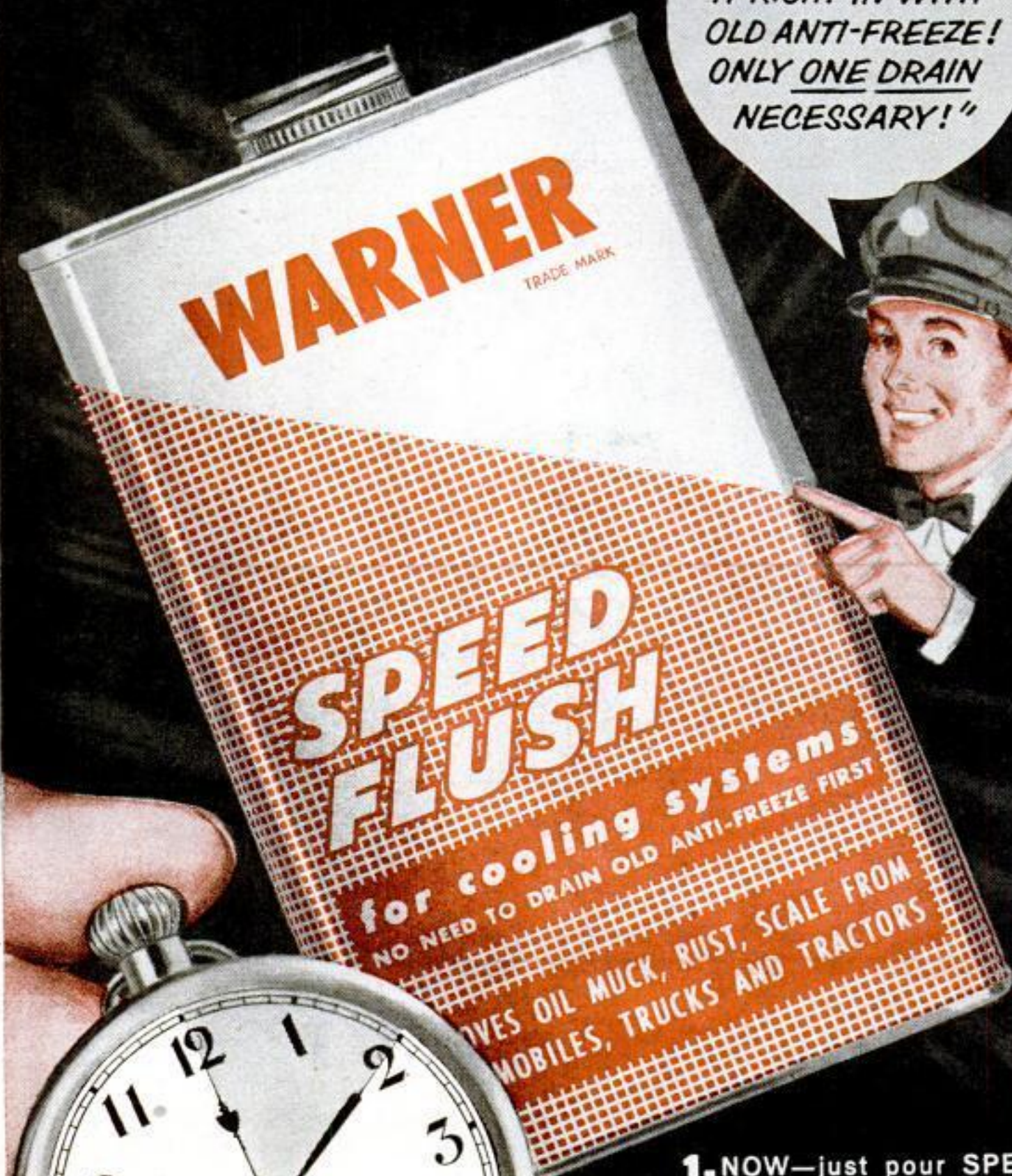
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cleans car radiators  
really clean in just  
10 minutes!

"FASTEST...  
BECAUSE YOU PUT  
IT RIGHT IN WITH  
OLD ANTI-FREEZE!  
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Ask your service station, car dealer or auto supply store for WARNER SPEED FLUSH now.

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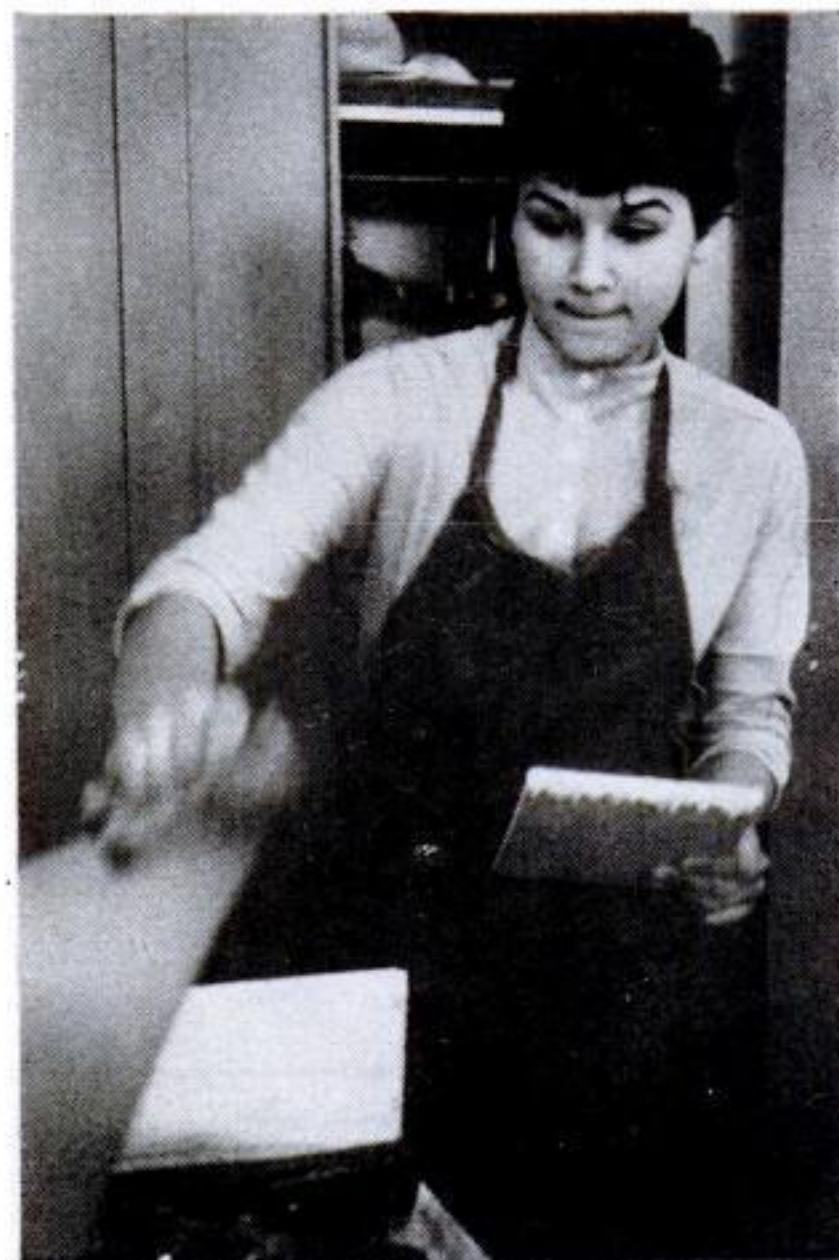
P.S. Keep your engine rust-free all summer long by adding WARNER PROTECTOR AND WATER PUMP LUBRICANT when you refill.....only \$1.00

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**REPAIRING FAUCET,** Marilyn Sharrock, 13, uses monkey wrench to replace washer. Girls, the teacher finds, learn faster than the boys but their work is less exact. Girls also are taught to repair electric sockets.

**CLEAN CUT** through a board is accomplished by Lorraine Pidhorecki, 13. Girls spend most of their time during the course on woodwork, making knick-knack shelves and jewelry boxes for personal use.



**SHOP PRIMING** after the bell rings brings out mirrors and combs as the girls snap back into feminine reality when the session ends. Girls must put the tools away neatly and clean up shop after lesson.





Today's smartest floors wear KENTILE®



*Such imaginative details as window shades repeating the ceiling design make this bedroom the ideal of every young man! Floor colors shown: Roulette red, Midway white with star Themetile inserts. Black KenCove used around beds.*

*Now! New-fashioned KENTILE asphalt tile  
makes others seem old-fashioned!*

**HAS FINER, SMOOTHER SURFACE! BRIGHTER COLORS! EASIER TO CLEAN, TOO!**

Perfect for a boy's room, playroom, *any* room that has to take a beating—that's wonderful Kentile asphalt tile! And now it's better than ever—with a far smoother, finer surface and brighter, smarter colors coordinated by the famed designer firm of Monroe-Culbreth Associates. Most important of all, this flooring is so easy to take care of.

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It's so easy and so  
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AVAILABLE IN ASPHALT TILE • VINYL ASBESTOS •  
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CORK TILE ... OVER 150 DECORATOR COLORS!

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**W**HEN you meet your Schlitzchums at your favorite tavern with Schlitz for good company . . . you've got a Schlitzfest!

Today's Schlitz is adult refreshment. Paced to modern leisure. Sits light because it's Schlitzlight. You drink more of it without feeling full.

Be Schlitzfestive tonight! Join your friends in a glass or two of light, refreshing Schlitz. A just reward for labor. Or just for fun.



# Joe's Place

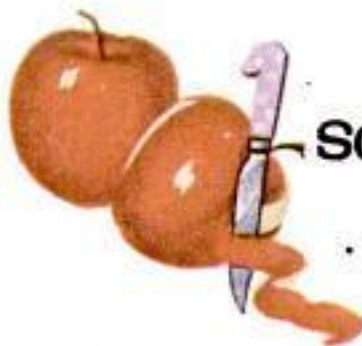
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## SCHLITZLIGHT

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Never bitter. No aftertaste. Salt-free. No heaviness, even with meals. Schlitzlight, sits light. Refresh your leisure and your pause-time without feeling full.



## SCHLITZKEPT

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\*Like peeled fruit, beer loses flavor when exposed to air. So Schlitz is brewed air-free, air-sealed. Helps keep its fresh, Schlitzdraught taste in bottles and cans.



## SCHLITZNESS

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Your tavern keeper will tell you Schlitz is the most dependable beer brewed. That's why it's the world's best seller. You pay so little more. You serve it so proudly.



MAY IS NATIONAL TAVERN MONTH



The Beer That Made Milwaukee Famous. © 1957 Jos. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Cal., Kansas City, Mo.

Be a Schlitzer... Be refreshed





The Fairlane 500 Town Victoria

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When you're basking in the reflected glory of a '57 Ford, it's hard to think of your new beauty as a business investment. When you're whispering cross country on its Thunderbird V-8 wings, the thought of selling or trading this companion in pleasure is furthest from your mind. Yet in terms of cold cash-value, *this* new kind of Ford is the hottest news of the year.

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is a car that's proved its ability to take it. It set 458 world speed and endurance records at Bonneville, Utah. No wonder Ford is called the fine car at half the fine-car price. No wonder Ford is worth more when you buy it . . . worth more when you sell it!

There's a new kind of value  
in the new kind of

# FORD



# A PRIME ACCUMULATION OF PRIMITIVE ART



IN HIS MUSEUM NELSON ROCKEFELLER SITS BESIDE 2,000-YEAR-OLD MEXICAN CARVING OF A JAGUAR

## Nelson Rockefeller's new museum displays the artistry of natives during 22,000 years

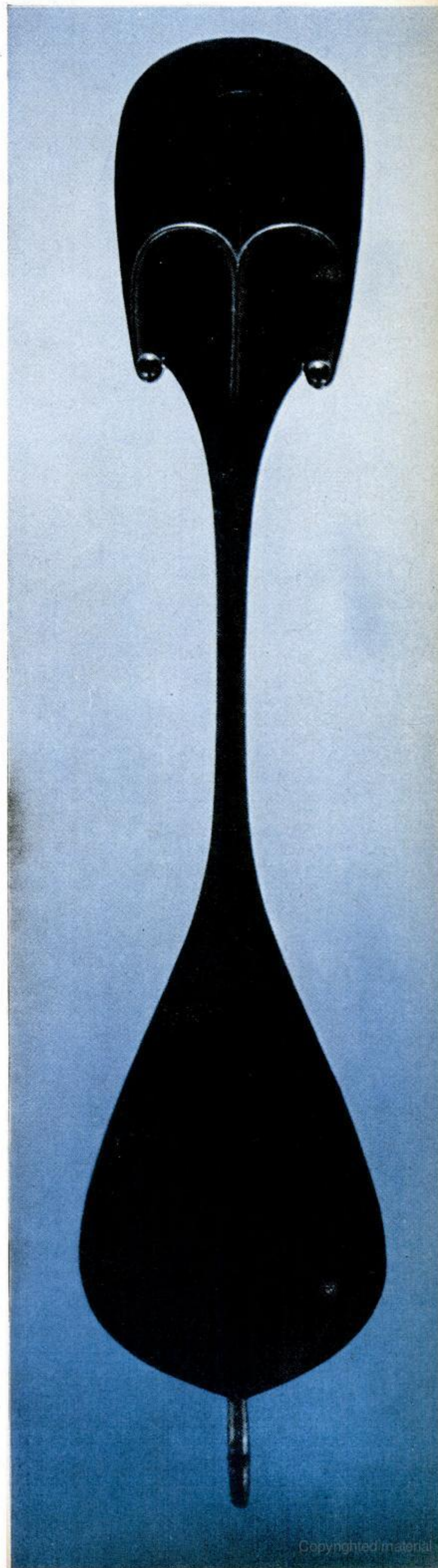
On his honeymoon around the world in 1930 Nelson Rockefeller, grandson of John D., saw a knife in Sumatra adorned with a sculptured head and human hair. Fascinated, he bought it—and so launched what has come to be one of the world's finest collections of primitive art. To house his 600 acquisitions and the gifts from others, Rockefeller recently established the Museum of Primitive Art in New York City, the first to be devoted entirely to

the indigenous art of peoples around the world.

The name of the museum refers to the ancient or tribal civilizations which created the objects, not to the look of the objects themselves. Far from primitive in execution, they include a sophisticated and ingenious variety—gold pendants, stone idols, feather mantles, an ivory gong. Arrayed in their new museum, they present a stunning record of the artistry of man over the course of 22,000 years.

CEREMONIAL PADDLE was carried in dance rituals on Easter Island in the 19th Century. Curved ridges at top of paddle were carved to suggest a human face. →

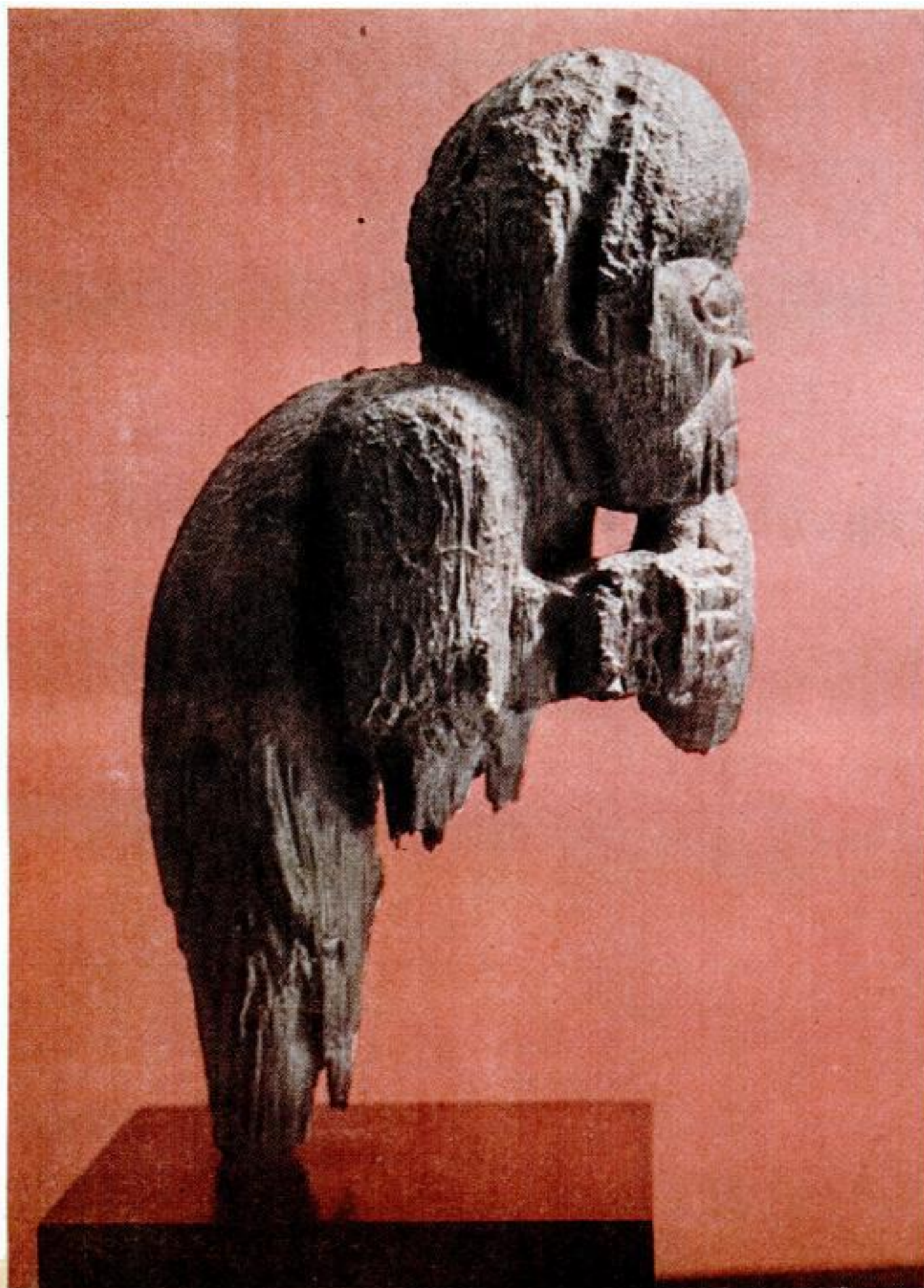
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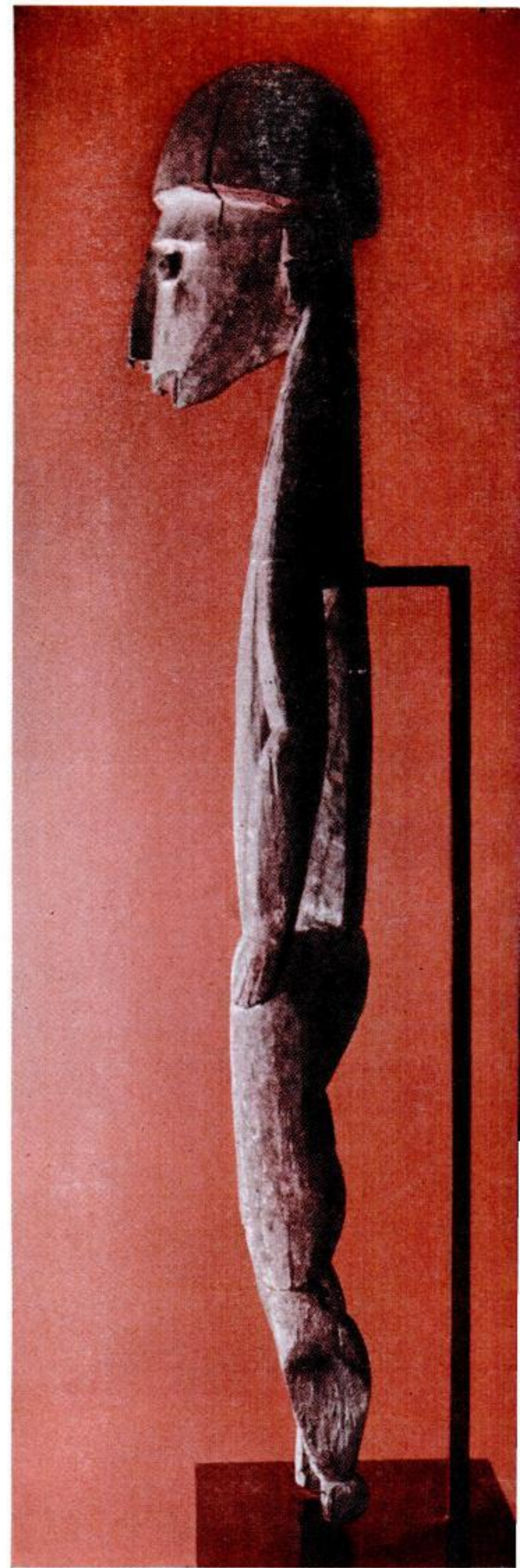




**MASK** for a young child was made in the 19th Century by a member of the Baulé tribe of Africa's Ivory Coast. Made of painted wood, it was created for use in a ritual. Such masks influenced the paintings of the 20th Century Italian Amedeo Modigliani.



**MONKEY** devouring fruit was carved of wood in 15th Century in Peru where abundance of monkeys made them a popular subject for art. Though lower portion of figure has been mutilated, remainder still vividly conveys the monkey's voracious look.



**MAN**, three feet high, was made in Admiralty Islands near New Guinea about 100 years ago. Its traces of red paint indicate that it was carved as a memorial to a dead tribesman since red-painted figures were traditionally used in rituals of ancestral mourning.

CONTINUED



**WATCH OUT!**

Other refrigerators—even the latest—make you defrost the freezer!



# New 1957 Westinghouse Frost-Free\* Defrosts the Freezer Automatically



Imperial Frost-Free FK-125

## *Entire Refrigerator defrosts itself automatically!*

Most brands which claim "automatic defrosting" do not defrost the freezer! But with the Westinghouse patented Frost-Free System, a special button counts door openings. When enough openings cause the slightest frost to form in the freezer, Frost-Free melts it away 100% automatically... so fast even ice cream stays firm! Defrost water evaporates automatically. No more messy freezer defrosting! And no frost forms in the refrigerator section.

### Enjoy these other *plus* advantages:

**Choose-N-Change Colors**... 10 top color panels on door and 5 cabinet colors... 50 Confection Color Combinations—easily, inexpensively changed when you redecorate later.

**Patented Porcelain Meat Keeper**®... keeps 18 lbs. fresh for a week.

**Westinghouse Quality**... proven in electric refrigeration since 1930!

## *Westinghouse puts far more food at your fingertips!*

True Zero-Degree Freezer holds 51 lbs. . . . sharp-freezes below zero. Glide-Out Shelves are full-depth, full-width, waste no corners. Slide-Out Porcelain Vegetable Humidrawers® hold  $\frac{2}{3}$  bushel. New Dairy Pantry keeps 2-lb. cheese brick plus pound of butter fresh longer. Two Lift-Out Egg Trays hold a dozen. Shelves-in-Door store small bottles and fruit.

Your Westinghouse Dealer has a complete line of refrigerators in models from 8 to 16 cu. ft. . . . with freezer on top or below. Prices start at \$199.95! And remember, there is no frost in sight in the refrigerator section of any Westinghouse model. Also there are 4 models with Frost-Free automatic freezer defrosting.

**YOU CAN BE SURE...IF IT'S Westinghouse**

Westinghouse Electric Corp. Major Appliance Division Columbus, Ohio

See TV's top dramatic show—Westinghouse Studio One!

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*Snap back to par fast with this*

# quick, refreshing lift!

When you've really been "hitting the ball" steadily, you're bound to start dragging a little. Then's the time to get a fresh start... a quick, refreshing lift... with chilled, sparkling 7-Up.

In 2 to 6 minutes, 7-Up actually gives you extra

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Any time, any place, 7-Up is ready to hand you a welcome lift. Try it! "Fresh up" with 7-Up!



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**Nothing does it like Seven-Up!**





MAN FROM TENNESSEE, 26 inches high, was carved from sandstone by Mississippi Valley Indian 500 years ago, unearthed by a farmer in 1895.



MAN FROM THE SOLOMONS, 11 inches high, was made of white coral by humorous native of late 1800s who adorned head with tiny derby, big ears.

CONTINUED

**ALL CATS  
LOOK GREY  
IN THE  
DARK...**  
(even copycats!)

**The BRENT**  
Model 463-7. Black or tan  
calf with harmonizing Nylon mesh.

so, make sure your new shoes are

# MASSAGIC

*Air Cushion Shoes*

for solid comfort,  
wrapped in style!

Some shoes will always be made to *look* like the leaders. But the way they'll feel on your feet could be something else entirely! Massagic shoemakers *start* with built-in comfort, *then* wrap that comfort in style. A cushiony carpet of soft sponge rubber and the flexible firmness of an exclusive Arch-Lift form a foundation of *foot comfort*, solid support for Massagic's style-wise design. See your Massagic dealer, or write us for his name. *\$15.95 and up.*

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## PRIMITIVE ART CONTINUED



OUTSIDE MUSEUM in Williamsburg, three of Abby Rockefeller's sons, Winthrop (left), Laurance and Nelson (right), take a stroll before the opening.

## ANOTHER FAMILY MUSEUM

At almost the same time that Nelson Rockefeller took up primitive art, his mother, Abby Aldrich Rockefeller, began to collect American folk art. Starting out cautiously with some old New England portraits, she soon was ranging far afield into embroidered allegories, embellished birth certificates, cigar store Indians, carved hitching posts, decorated stove plates and doorstops. When she died in 1948, her collection numbered more than 400 items. As a memorial to her, her husband, John D. Rockefeller Jr., decided to build a museum. In March, hard on the opening of Nelson's Primitive Museum in New York, the Abby Aldrich Rockefeller Folk Art Museum was opened in Williamsburg, Va., close to the historic town which the Rockefellers have restored.



INSIDE MUSEUM Rockefeller brothers preview galleries. Before museum was built, most of collection was displayed in house in Colonial Williamsburg.





MARCEL MARCEAU, THE GREAT FRENCH PANTOMIMIST

**JUGGLE WITH THE ORANGES IF YOU MUST...but don't juggle with the Vodka!**

You can mess up a Screwdriver something awful if you don't observe three rules: 1. The orange juice must be delicious. 2. Be sure you use plenty of ice. 3. The vodka must be *Smirnoff*! Insist on getting smooth, mellow, flawless Smirnoff, standard vodka of the world since 1818. If there's ever a shortage of Smirnoff in your town that'll be time enough to accept a substitute.

*the vodka of vodkas*

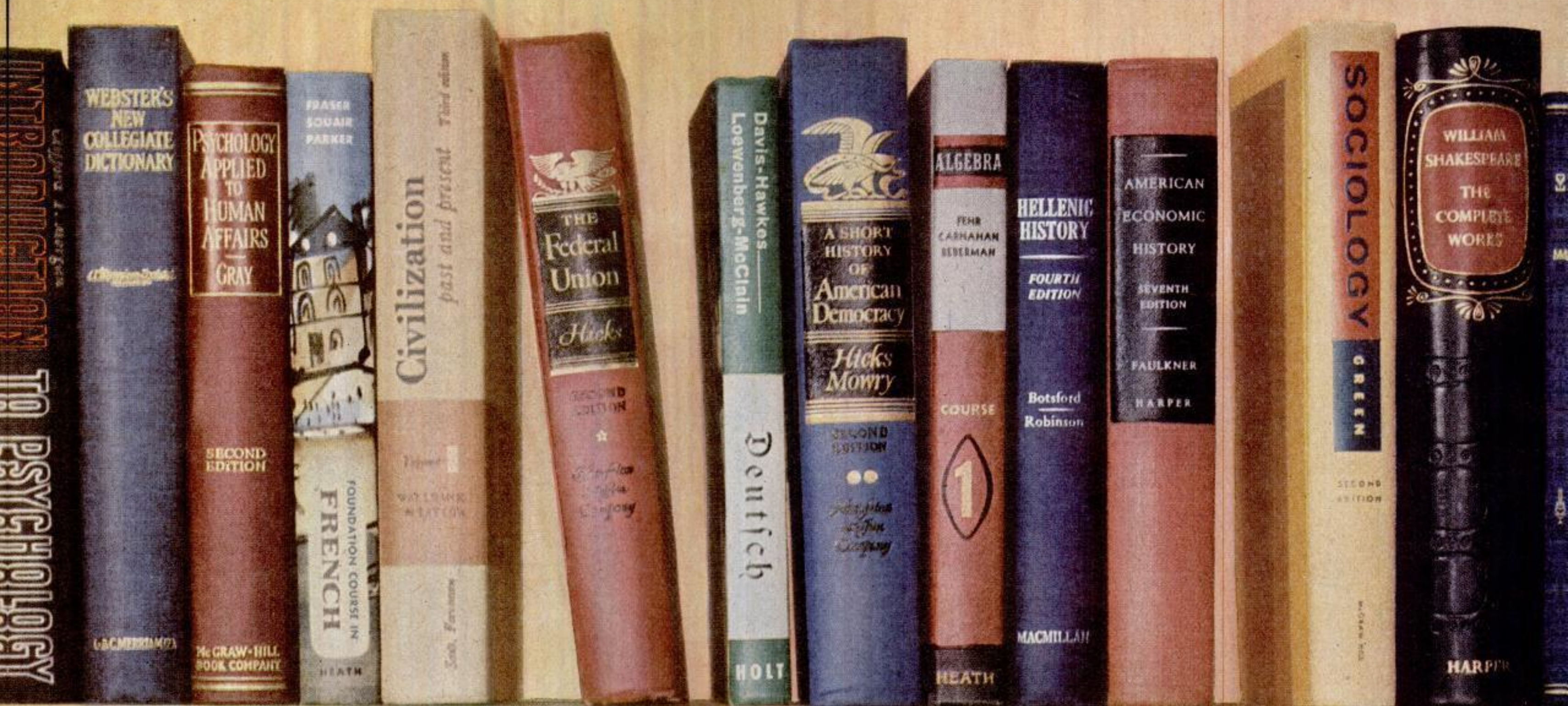
**Smirnoff**  
THE GREATEST NAME IN **VODKA**



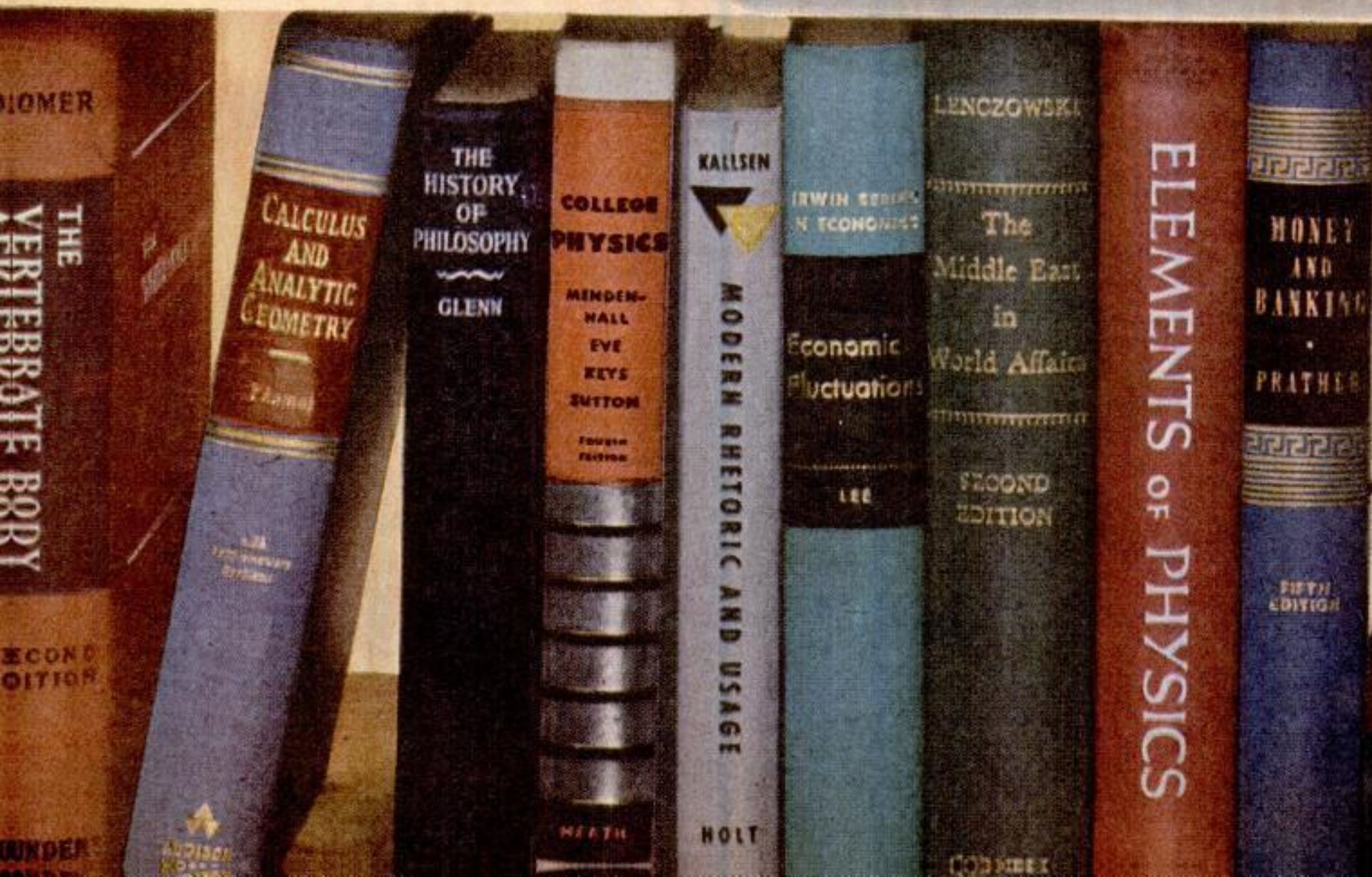
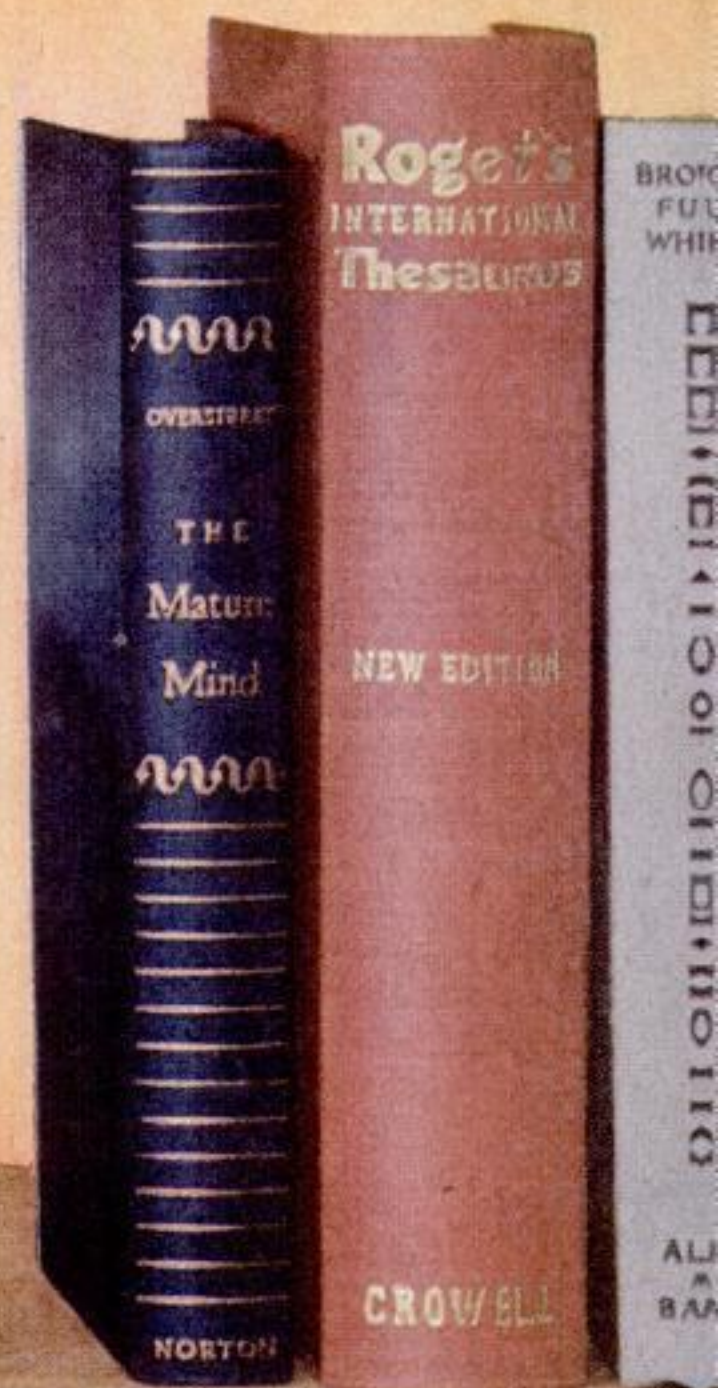
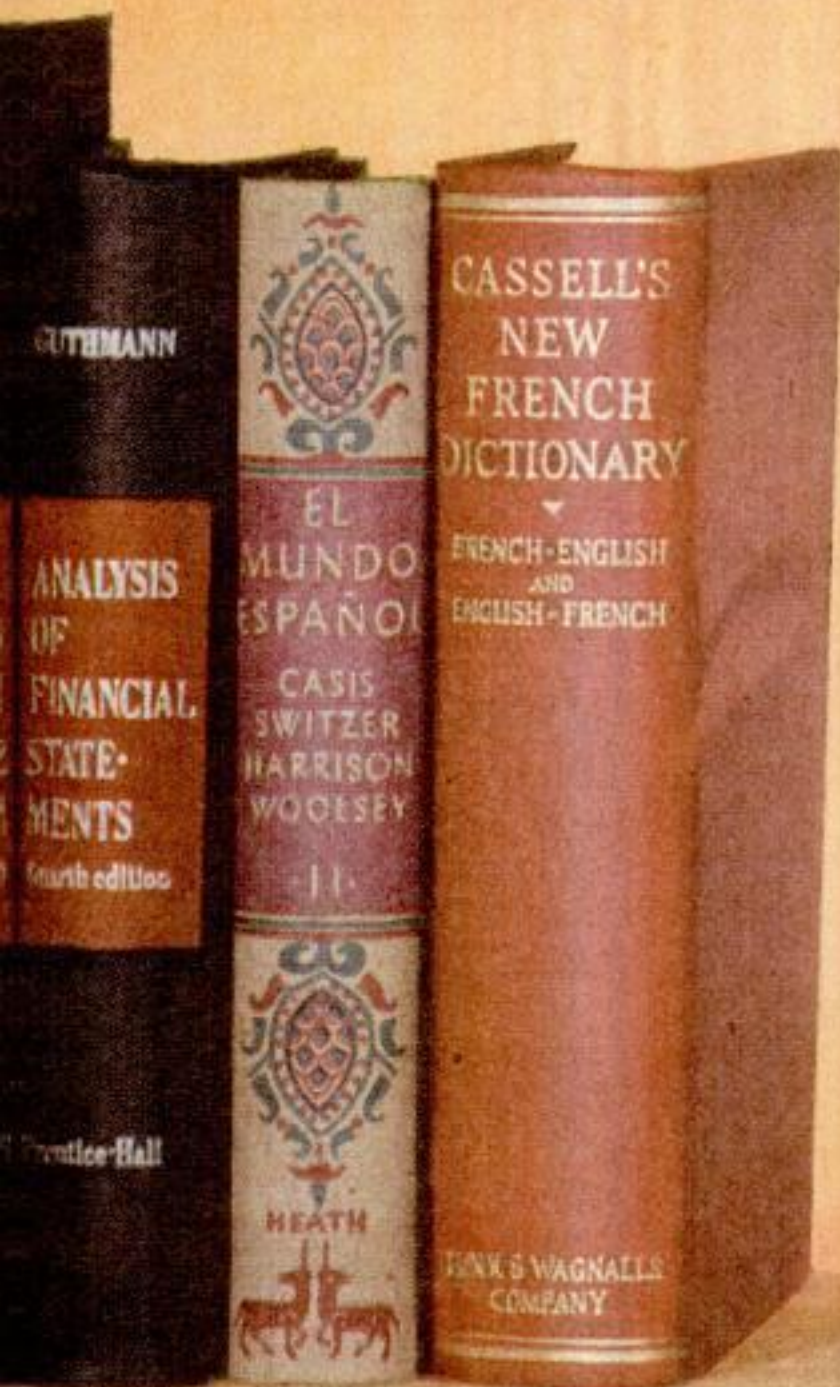
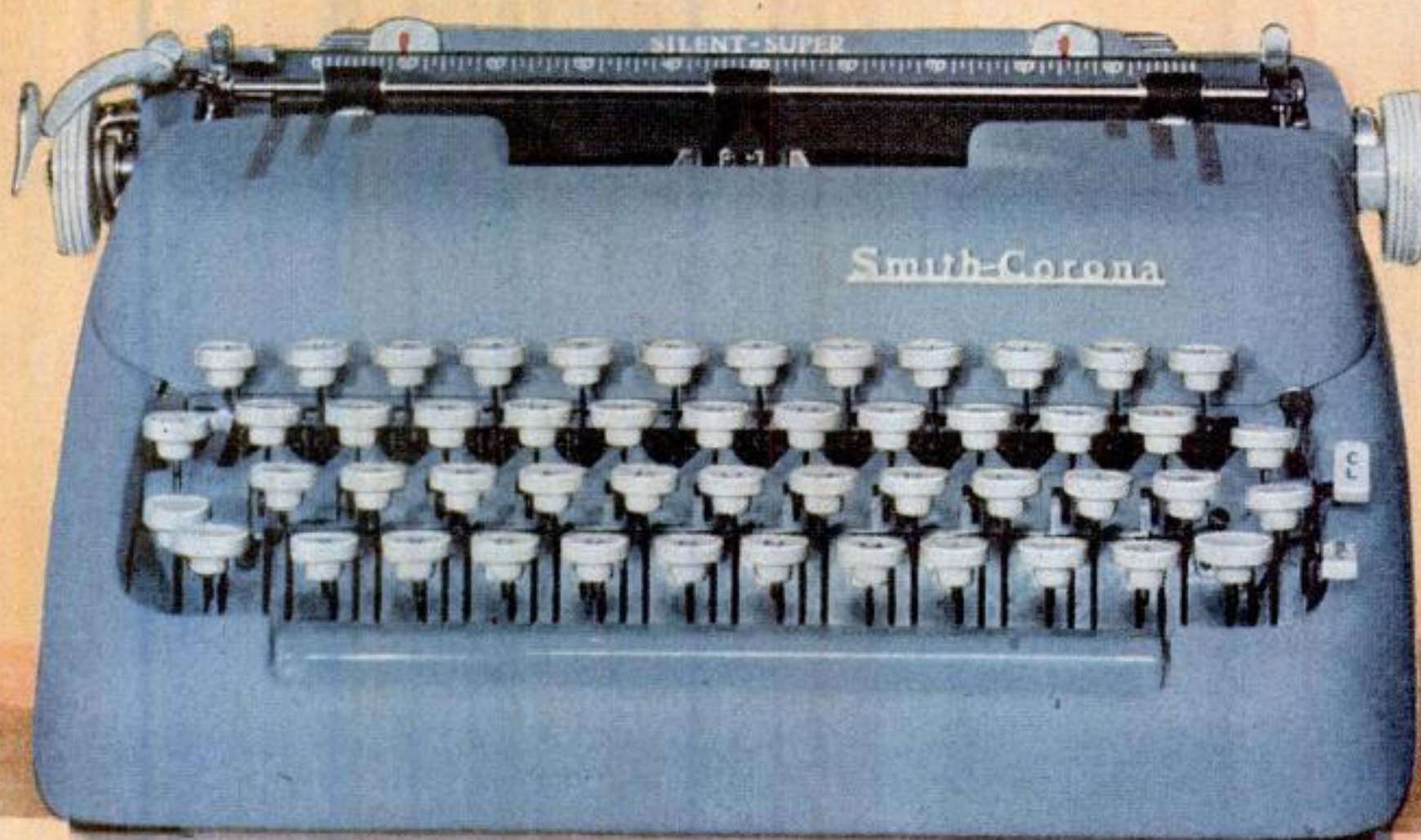
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WELK smiles at fans who pack Aragon Ballroom near Santa Monica to hear him.

## Some Champagne for the Folks

*"When I stand up here I'm having fun with the folks. I really am. I'm always so grateful to the people for coming to see me. When people get all dressed up like this and drive a long way and maybe get a baby-sitter I want to be sure they have fun. Next day they'll say they had a ball with Welk at the Aragon."*

**I** MAKE no claim to being a great musician," says Lawrence Welk. "Even as an accordion player I just don't rate." Great or not, Welk at 54 is the most popular musician in U.S. history. In 32 years of band leading he has progressed from four-piece square-dance combos with names like "Lawrence Welk's Hotsy-Totsy Boys" and "Lawrence Welk's Honolulu Fruit Gum Orchestra" to his "Champagne Music-makers" who are heard on TV twice weekly and in jukeboxes from coast to coast. He sells more records

(over \$9 million gross sales since 1955), is seen and heard by more people (between 40 and 50 million a week, or about one fourth the total U.S. population), and commands higher concert guarantees (\$100,000 a week, compared with a top of \$30,000 earned by the big bands of the 1930s) than any maestro before him. This year Welk will gross somewhere between \$3.5 and \$4 million, of which he will pay out \$2.5 million to his staff of 55, which includes 27 bandsmen, seven arrangers and assorted managers, TV





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## WELK CONTINUED

specialists, eight secretaries and two public relations experts.

More startling than these fiscal superlatives is the enigma of Welk himself. Until he was 21 he was a farmhand on his immigrant father's 400-acre place in Strasburg, N.D. He is neither glamorous nor especially charming. He speaks haltingly, with a German accent. He has no swimming pool and few worries. He has never in his life smoked a cigaret, drunk a drop of liquor or used profanity. A devout Catholic, he has been happily married for 27 years to a former nurse. They have three nonproblem children. Whence comes his success in a business where glamor, charm and a good neurosis are almost prime necessities?

Welk's TV fans say, "He makes us feel comfortable; we feel we know him so well; he's just like we are; he's right in our living room." Welk's detractors say his show is "ideal to read by, cook by or play cards by. You don't have to watch it." Welk himself has a more philosophical explanation: "I bend over backward to give people what they want. Nothing is wrong if the folks like it. Sure I like better music than what I play, but if I played what I like we'd still be eating hamburgers instead of steak."

Welk has an exact description of his "champagne music." "It is very light, produced not with big, open brass—the 'big band sound'—but by using cup mutes on the brass, lots of clarinets, flutes, piccolo. It stems out of my heart. I want a rhythmic band but not so loud you can't stand it. After all, being that I have to stand up in front all the time I want it to be pleasant for me."



USING his ring finger, Welk himself delivers his cork-popping trademark on a Sunday radio broadcast from ballroom.

*"If a thing is worth doing you have to do it right. I practiced popping for years. Tried using cork guns, popguns, everything, but the only way to be sure is do it myself. I miss popping maybe one in 30 or 40 times. When we moved recently all the neighborhood kids popped us into our new house, just like you'd pipe an admiral on a ship."*

CONTINUED



# Does she...or doesn't she?



## Hair color so natural only her hairdresser knows for sure!

The wonderful thing about her is the way she makes things seem lovelier, more fun . . . whether it's nursing a bright, new flower to bloom or enhancing her *own* fresh coloring.

Her hair, for instance, is *always* at its beautiful best. The tone lively, natural-looking, the touch silky . . . and *never* a hint of gray! She knows the clean, fresh, American look is mostly a matter of radiant color . . . and since she firmly believes that looking her best is *not just for special occasions* —Miss Clairol Hair Color Bath is for her *all the time!*

Takes only minutes to add soft, ladylike tone to faded hair . . . to hide gray . . . to beauty-treat texture! And Miss Clairol color *never* muddies or darkens. That's why America's hairdressers recommend Miss Clairol, give Miss Clairol Hair Color Bath by the millions every year.

So why not be a younger-looking, completely attractive woman. There's a shade that's a "natural" for you in the many Miss Clairol colors. Try it yourself. Today. In wonderful, new Creme Formula or Regular.

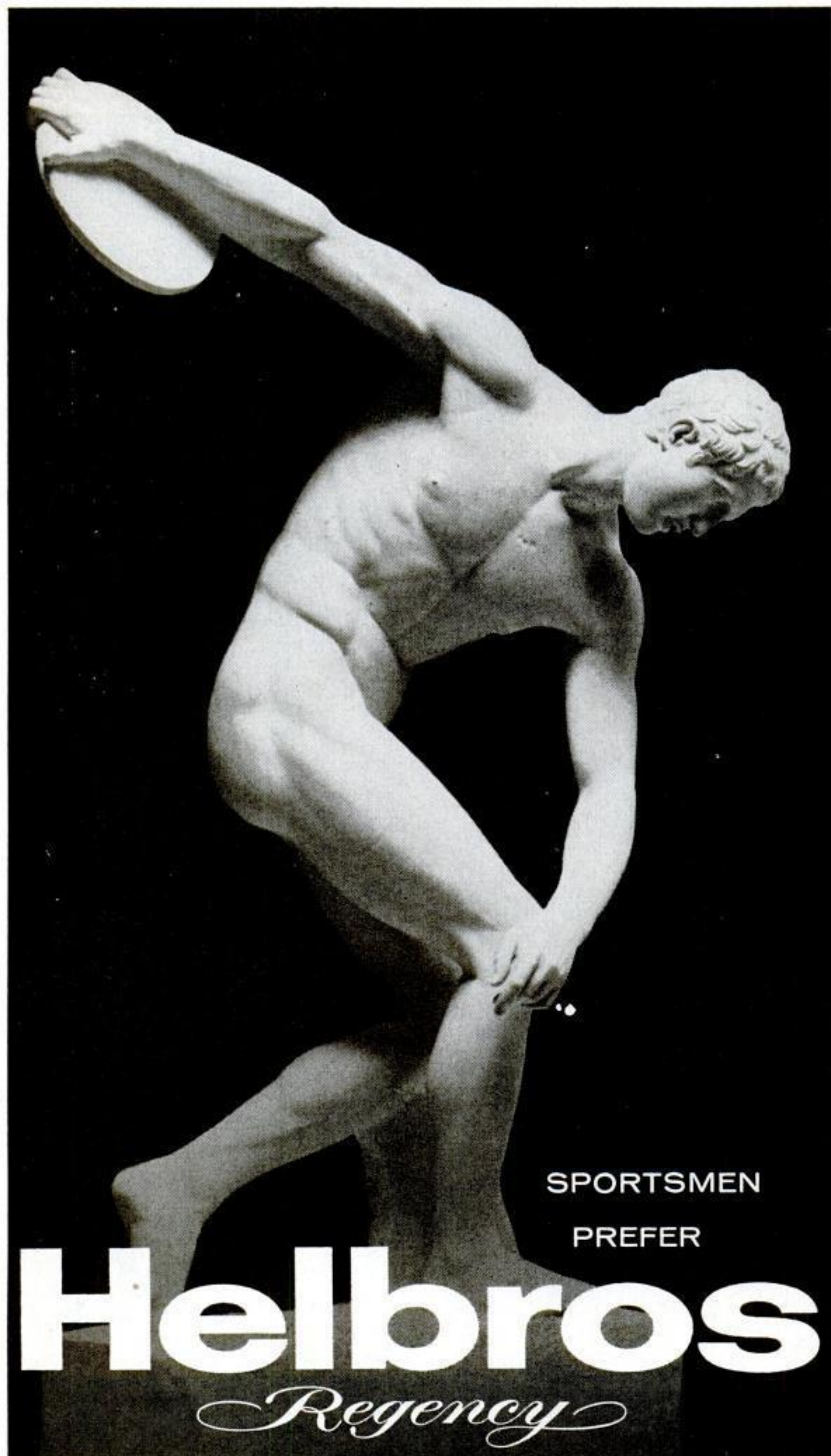


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Watch for "MONKEY ON MY BACK," the Barney Ross story, to be released soon through United Artists at your local theatre.

## WELK CONTINUED



WELK sits behind assortment of the \$40,000 worth of things he gives away annually to fans at his public appearances.

*"The cheapest item is the most popular—pictures of me. I don't understand it. Cost 12¢. I order 100,000 at a time. Gave away one million during the years I worked in Yankton, S. Dak. I've always tried to give people a souvenir. Main thing I've learned is not to start giving too early in the evening."*



SEEKING quiet during ballroom rehearsal, Welk joins popular Lennon Sisters and their father for run-through in ladies' room.

*"I've seen the inside of more washrooms than anyone in America, I think. All my life I've had one ambition—that someday I'll do well enough that I don't have to dress in the washroom. I finally made it here at the Aragon, but elsewhere somebody still has to stand outside and hand me my pants."*



WELK hands out cookies baked by fans to members of his band. The musicians have averaged nine years with him.

*"I want my boys to visit with the fans too, talk to them, autograph for them, treat them the way you'd treat a guest in your home. If you hurt the public you hurt them very deeply. It's as if you made a long trip to see a friend and then the friend wouldn't talk to you. You'd feel very hurt."*

CONTINUED





Extra-good because it's made with extra cream!

# Lady Borden Vienna Strawberry

Ice Cream with the magic of those famous Viennese desserts. Get it now in the Burgundy-colored carton where you see the *Lady Borden Ice Cream* sign.

*For 100 years folks have been saying,  
"If it's Borden's, it's got to be good!"*



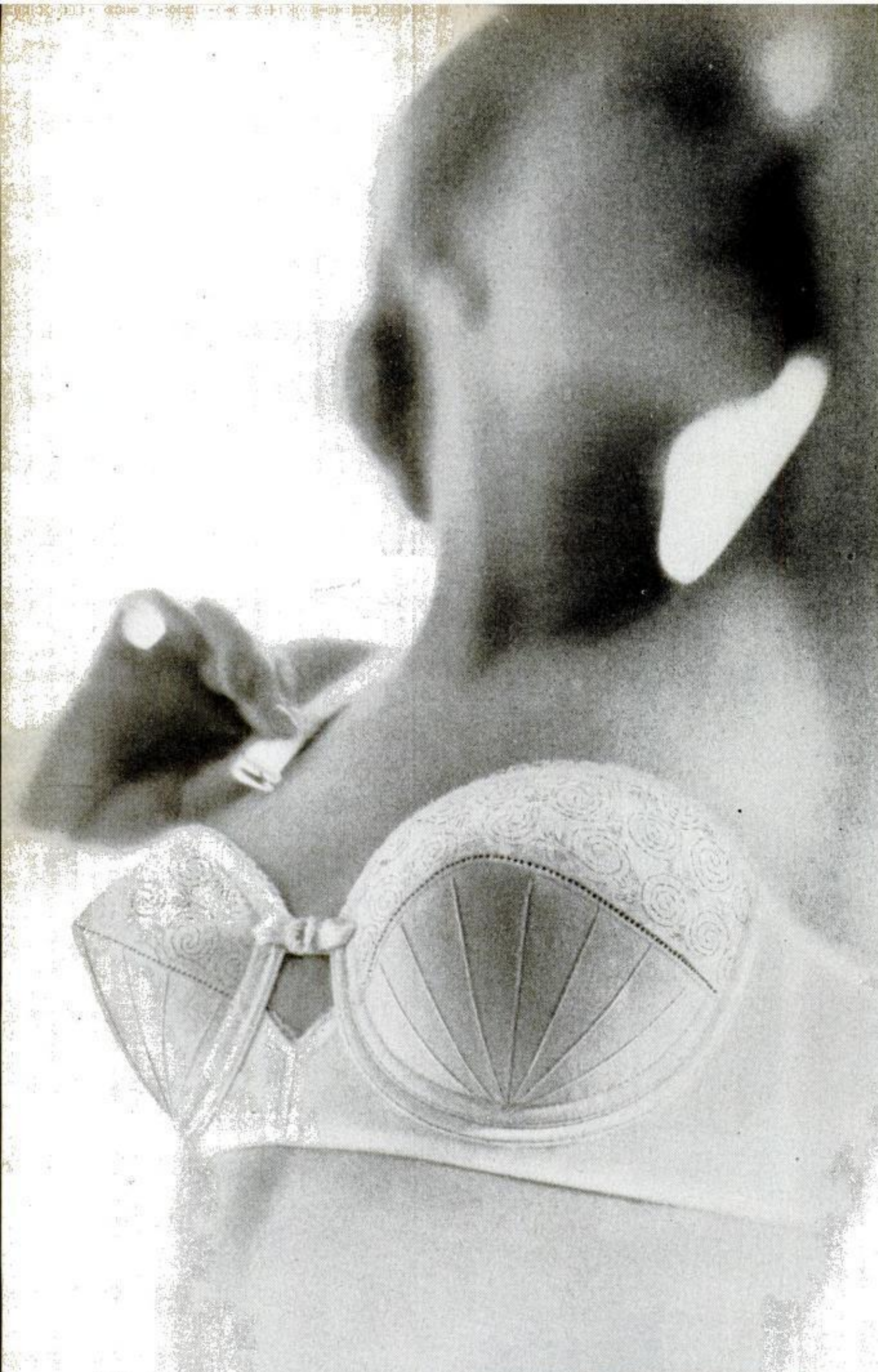
**Borden's**  
Milk • Fine Cheeses  
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Available to Canadians in the provinces of Quebec and Ontario.  
See Borden's TV shows, "The People's Choice," "Queen for a Day," and "Fury" over NBC.

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WELK CONTINUED



WELK and accordion appear in one of his two weekly TV shows. His Saturday night ABC show is rated seventh in the U.S.

*"People take potshots at me for being corny. I don't know what corny music is. We play a little of what some folks call corn, but we play everything, from Dixieland to semiclassics. When you play to 45 million people in one week you can't afford to feed them only one thing."*



WELK family, Larry Jr., Donna May, Shirley Jean and Mrs. Welk, unite for rare appearance on show (*This Is Your Life*).

*"To bring up a family right is the hardest thing for a musician. What I saw in this business when I left home made the dirt on the farm seem very clean. I don't say bankers don't have temptations too, for instance, but most bankers don't have four or five girls standing in front of you wanting dates every night. The religious background I have has helped me a great deal. I had to stay close to God and do a lot of praying."*





"Oh boy,  
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When you thirst for something wet, cold and delicious, reach for a bottle of National Bohemian Beer. Here's a taste that's earning its way across the country.

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pull out all the way for utmost accessibility. The Coldspot Refrigerator remembers when to defrost... automatically! No buttons to push, no dials to twist! It's convenient to buy, too. Just \$10 down and about \$5.90 a week in convenient monthly payments puts this finest of all Sears Refrigerators in your home. Other Coldspot Refrigerators with exclusive Sears features as low as \$174.95!\*



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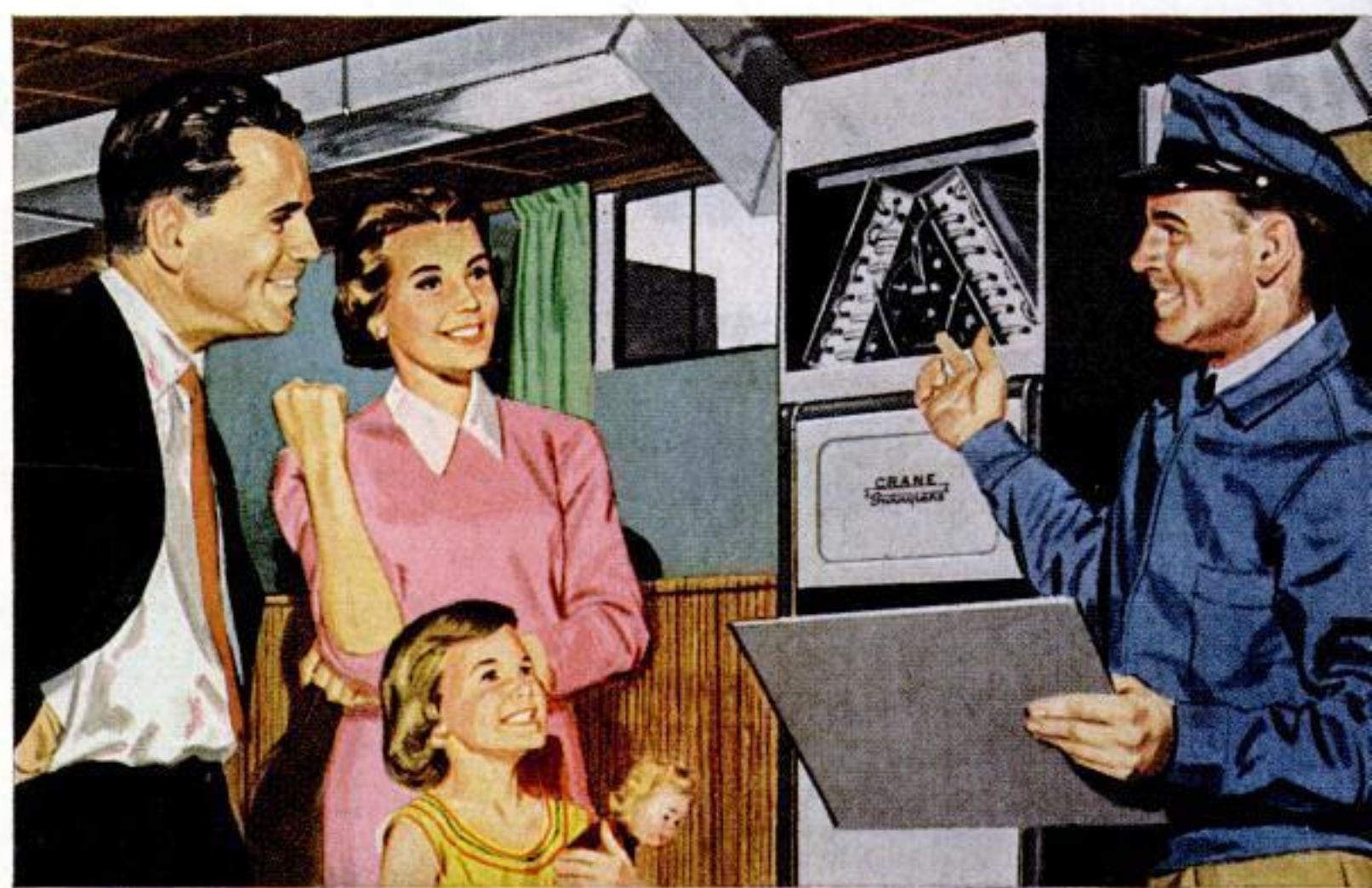
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**as well as temperature**


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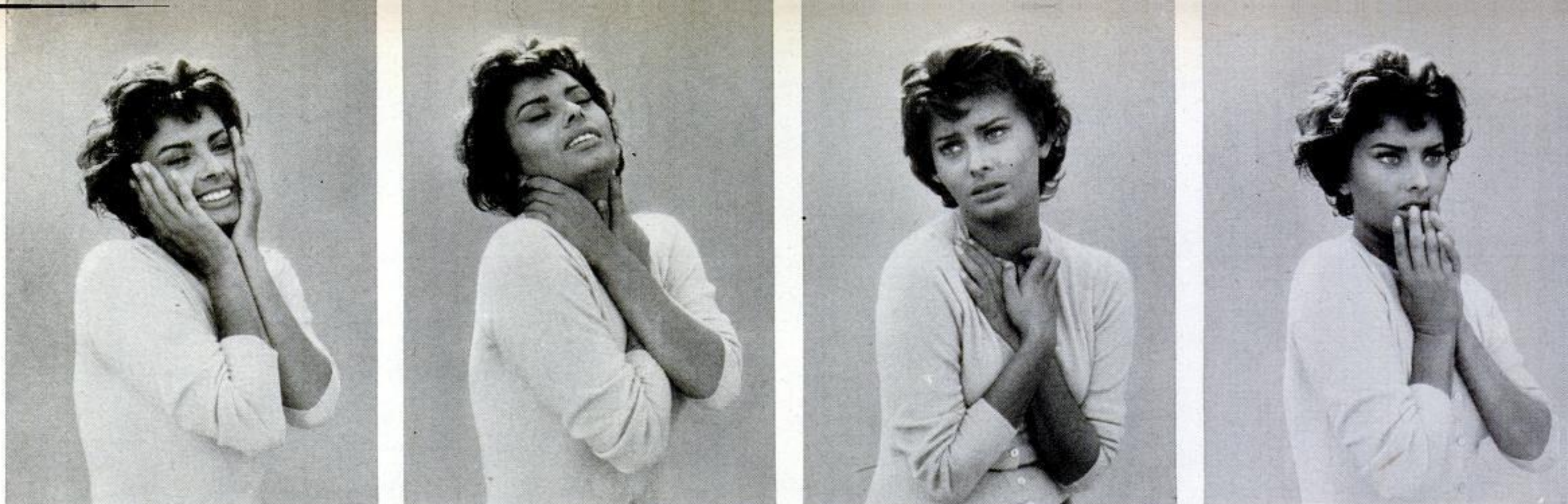
# Sophia at Peak of Her Busy Career

## ITALY'S BOX-OFFICE BAMBINA MAKES RECORD DEALS IN U.S.

Sophia Loren, who looks voluptuously annoyed at left, has nothing to be annoyed about. A hungry, skinny Neapolitan urchin 10 years ago, unknown to Americans until she became a worldwide magazine cover girl only two years ago (*LIFE*, Aug. 22, 1955), Sophia just left for Hollywood with the biggest deal that any import, hungry or otherwise, ever landed in movie history. She gets \$200,000 each for three American films already finished. She has \$2 million in contracts with four major U.S. studios and stands to make perhaps another half million on percentages.

This \$3 million miracle, startling even by cinematic standards, was accomplished in three hectic stages. Busy Sophia, whose chief characteristic was always described as "animal grace," broke in at 16 as a sexy model for Italian "confession" magazines. The transfer to sexy tomboy actress in bad Italian films was easy and she appeared in 20 in no time at all. Then, in addition to animal grace, she also showed that she could act. Here *LIFE* shows Sophia at one peak—which looks like the first of many—in her career.





IN A GALLERY OF EXAGGERATED ITALIAN GESTURES WHICH REGISTER (LEFT TO RIGHT) ECSTASY, LOVE, HUMILITY, SUSPICION, REPROACH, ANGER, JEALOUSY

## Her family life

Sophia Loren has always been a family girl and her life in Rome bore no resemblance to that expected of a movie queen. Her handsome mother and attractive sister, along with the family of an uncle, lived at the Loren apartment. There was always a string of cousins and friends around, acting as if they were helping Sophia—trying on Sophia's clothes, answering Sophia's phone, making a fuss over Sophia, who good-naturedly played up to them all.

The family has been through hard times together. Sophia, raised in the village of Pozzuoli near Naples, was a sickly baby and grew up in picturesque but real poverty. "When you are poor," she recalls, "the least that can happen is to be hungry." When Naples was liberated, 10-year-old Sophia was so thin the townsfolk called her *stuzzicadenti* (toothpick).

But the toothpick sprouted. When not yet 15, terrified, Sophia entered a beauty contest and won enough to buy two tickets to Rome.



**ON THE PHONE** in her Rome bedroom Sophia, who has a horror of being idle or lonely, chats with a friend about her movie trip to the Sahara desert.

**"THREE SISTERS,"** family name for the inseparable trio of sister Maria, 20, Mama Romilda Villani, 43, and Sophia, display matching outfits in Rome.





AND DELIGHT, SOPHIA LOREN RUNS A PARTIAL GAMUT OF THE EMOTIONS WHICH ARE REQUIRED OF HER IN THE 30 EUROPEAN MOVIES SHE HAS MADE TO DATE

## back in Rome

There she and Mama got an incredible 21,000 lire (\$33.60) as extras on *Quo Vadis*. Other beauty contests got her modeling jobs and these got her tacky movie parts and finally, in 1952, the role as the heroine of *Aida*. Her bosom-heaving performance in that part attracted a fair amount of attention, including that of Producer Carlo Ponti who, as Sophia's mentor and personal manager, has organized Sophia's career ever since. Three years and 30 films later she took a part in a film her famed rival, Gina Lollobrigida, had turned down and soon after passed Gina at the box office.

As an actress, Sophia has been brought up in a crude school (*top of page*) but she has great dramatic promise and an immense capacity for learning. Explosively gay, incredibly hard-working and childishly direct, she loves making movies. "I hate to finish a picture," she said as she left Italy. "It means everyone goes away—just like breaking up a family."



**MATERNAL SOPHIA** happily fondles 9-month-old baby of Carla del Poggio, wife of a movie director and old friend. She insists she wants a husband

and five children, but when questioned about love, she gives a short, well-rehearsed answer: "The one who loves very much talks very little about it."



**KISS FROM MAMA** comes for Sophia during morning pedicure. Her mother fought bitterly for Sophia's success and Sophia warmly and publicly acknowledges the debt. Her trip to America will be their first long separation from one another.

**AT DINNER** Sophia sits on left of Actor Rossano Brazzi, a guest. Her father, Riccardo Scicolone (*back to camera*), is an occasional visitor. He and her mother, long separated, were never married though he legally acknowledges his daughters.



CONTINUED





**PICNIC ON APPIAN WAY** outside Rome fills time between scenes of *Legend of the Lost*. Sophia sits with Producer Robert Haggiag, Cameraman Jack Cardiff and Director Henry Hathaway. She holds a new camera lent to her by Cardiff.



**WITH DEVOTED FRIEND** (left) Carlo Ponti, who is her manager, Sophia talks on *Legend* set. A charming, talented man twice Sophia's age, he is her constant companion, came to U.S. with her to manage her Hollywood career.

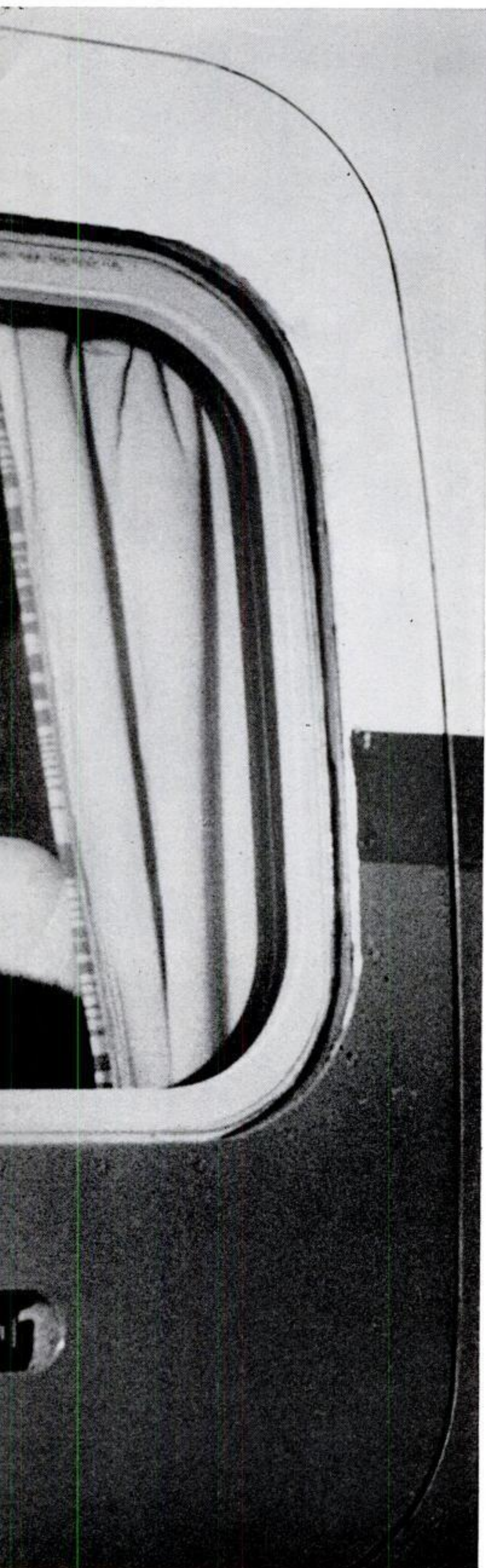
## Work windup in Italy, working start in U.S.





As she wound up her affairs in Italy, Sophia Loren went on a Roman picnic with new-found American movie friends, relaxed on a familiar set with her most trusted Italian friend. Then, because she was too honest to fake any other attitude, she took off terrified for her first trip to the U.S. "I just want to be good at what I do," she insisted worriedly. "I don't analyze myself and I don't think I'm important. Today I think I can have almost everything; before I had nothing. But I want to work."

In recent weeks Sophia has trimmed her 38-24-38 body to a more svelte 37½-22-36½ because she knows Americans like their stars bosomy but not too fleshy. Her talent for mimicry has enabled her to learn fluent English—and American—in 18 months. She never forgets what she has once learned and has the eager attitude of a stage-struck drama student. In Hollywood (see cover) she got to work as fast as she could, trying to find time for business amid all the welcoming pleasures (next page).



**YOUNG GREETER** gives Sophia first U.S. kiss at airport. John Minervini, 4, then hurriedly wiped his mouth and ran off. Behind Sophia is sister Maria.



**ELDER STATESMAN** of films, Cecil B. de Mille, escorts her through Paramount with Don Hartman, producer of her first in U.S., *Desire under the Elms*.



**DOWN TO WORK** after her arrival, Sophia starts script-reading session for Eugene O'Neill's *Desire under the Elms* with (from left) Burl Ives, who will

play her aged husband, Director Delbert (Marty) Mann, a script girl and Tony Perkins (right), who plays Sophia's stepson with whom she falls in love.

**SCARED SOPHIA** takes a tearful last glimpse at Rome and mother through plane window just before take-off. Plane flew over North Pole to U.S.





**HAND KISS** from Charles Coburn comes at party for Sophia and cast of *Pride and Passion*. At rear is model of a huge gun, around which story revolves.



**SUAVE SALUTE** comes from Peter Lorre who later remarked, "She is very genuine—and combined with her other attributes this is very rare."



**SOPHIA'S CO-STAR** in *Dolphin*, Clifton Webb, gives her a kiss. Says Webb, "She's a wise girl. Very keen sense of humor and no pretense whatever."

**AN IDOL** of Sophia's movie-fan days whom she had admired but never met, Barbara Stanwyck is greeted with a big, spontaneous hug at Romanoff's.

## SOPHIA CONTINUED



**SOPHIA SURROUNDED**, on one side by press photographers and the other by roving musicians who stuck close to her all evening, sits with Cary

Grant at *The Pride and the Passion* party. Invitations went out to 500 people and the affair was so big it had to be held on a studio sound stage.

# Roman Holiday in Hollywood



Sophia's welcome to Hollywood befitted her multimillion-dollar achievement. At the airport there was a greeting committee of over 100 studio executives, agents and reporters with whom she parried questions about spaghetti (she could take it or leave it) and U.S. males (she wanted most to meet Bill Holden).

Paramount, for whom she is doing four pictures, handled the official welcome. Twentieth Century-Fox, for whom she made *Boy on a Dolphin*, threw a huge party at Romanoff's at which Hollywood's famous arbiters (*opposite page*) vied for Sophia's attention. Stanley Kramer, for whom Sophia worked in *The Pride and the Passion*, threw another one a week later.

When she wasn't partying, happy Sophia sat in her hotel suite exhausted and surrounded by flowers and "kept thinking about Pozzuoli when I was 9 and how I felt about famous movie stars. And when I thought about all these people coming to see me . . . that was my prize!"





**THE O.K. THAT COUNTS** is given Sophia by three Hollywood *grande dames*, Hedda Hopper, Princess Conchita Pignatelli and Louella Parsons (*seated*), at the 20th Century-Fox welcome party. "She's not like Ingrid Bergman or any other

actress I've known," said Louella, "and it's really amazing how she's never learned to upstage people." Hedda found her "perfectly enchanting—and very tired. If she weren't such a strong, healthy peasant, she would have collapsed."





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SOPHIA CONTINUED

## Her first U.S. films



**BEDRAGGLED**, Sophia plays a Spanish guerrilla girl in Kramer's *The Pride and the Passion* with Cary Grant and Frank Sinatra.



**DRENCHED**, she plays role of a pretty Greek diver who finds a national treasure in *Boy on a Dolphin*, now released in the U.S.



**RUMPLED**, she fights off John Wayne in United Artists' film, *Legend of the Lost*. He says, "She looks even better roughed up."





For a fluffy, golden omelet there's a better cheddar stamped "Miss Wisconsin"

Here is a carefully aged natural cheddar cheese. ★ For expert cheese tasters test these cheeses regularly until they reach Miss Wisconsin standards of perfection. ★ The sharp-aged is *sharp*! The medium-aged, mellow. The mild, delicate. ★ This means you'll get superior flavor and texture in a cheese dish, a snack or a sandwich with Miss Wisconsin—sliced or in wedges. How long since you've tasted *real* cheese?





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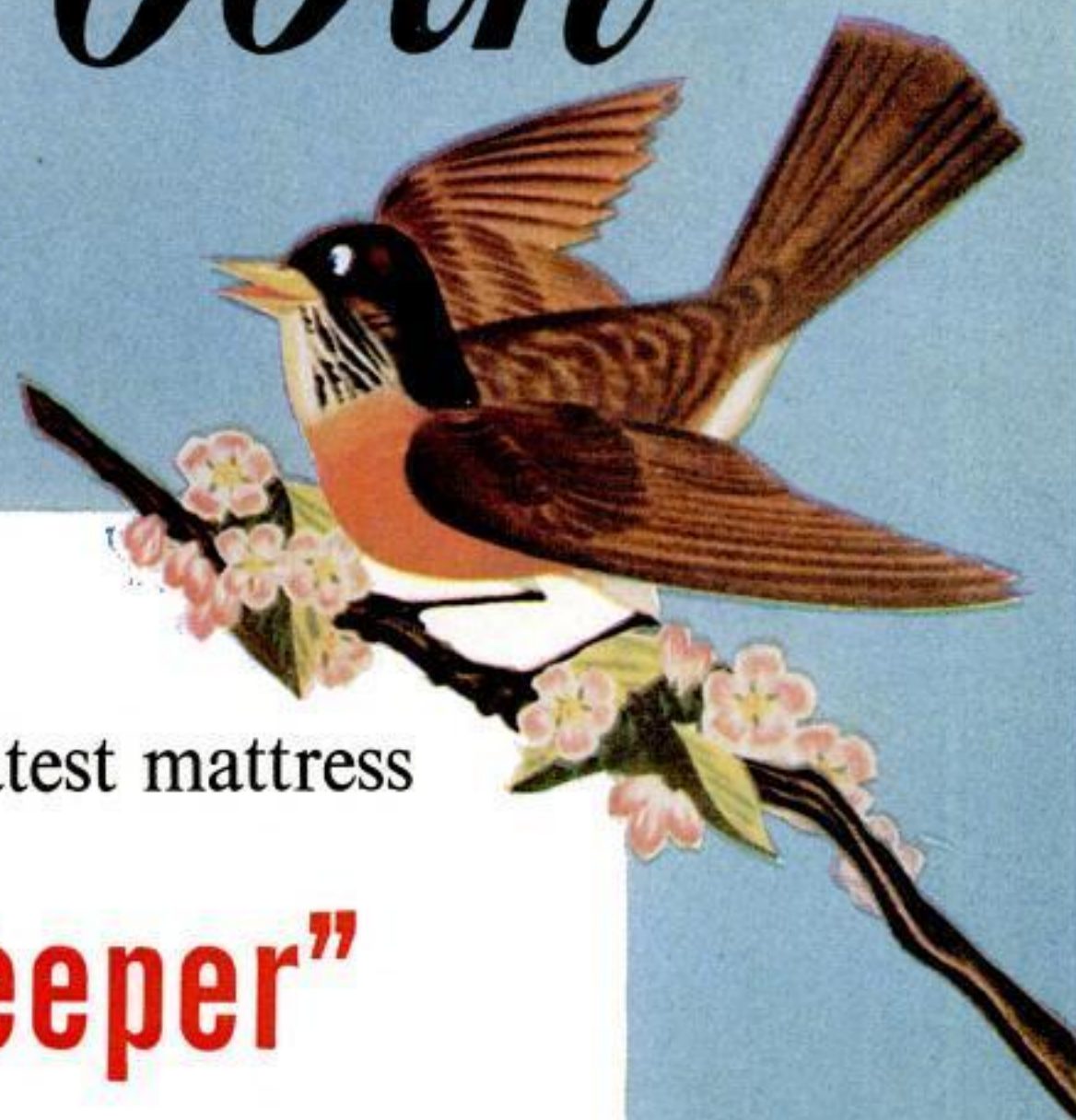
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# chipper as a robin

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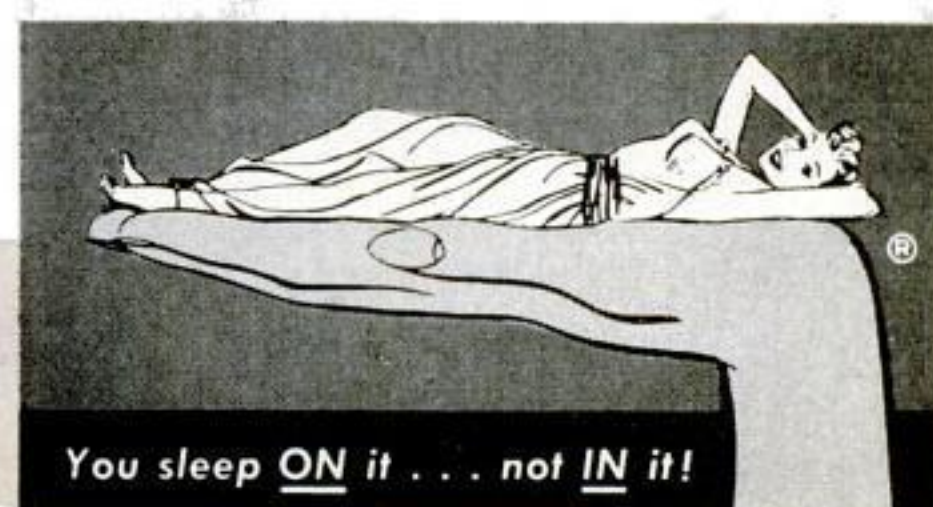
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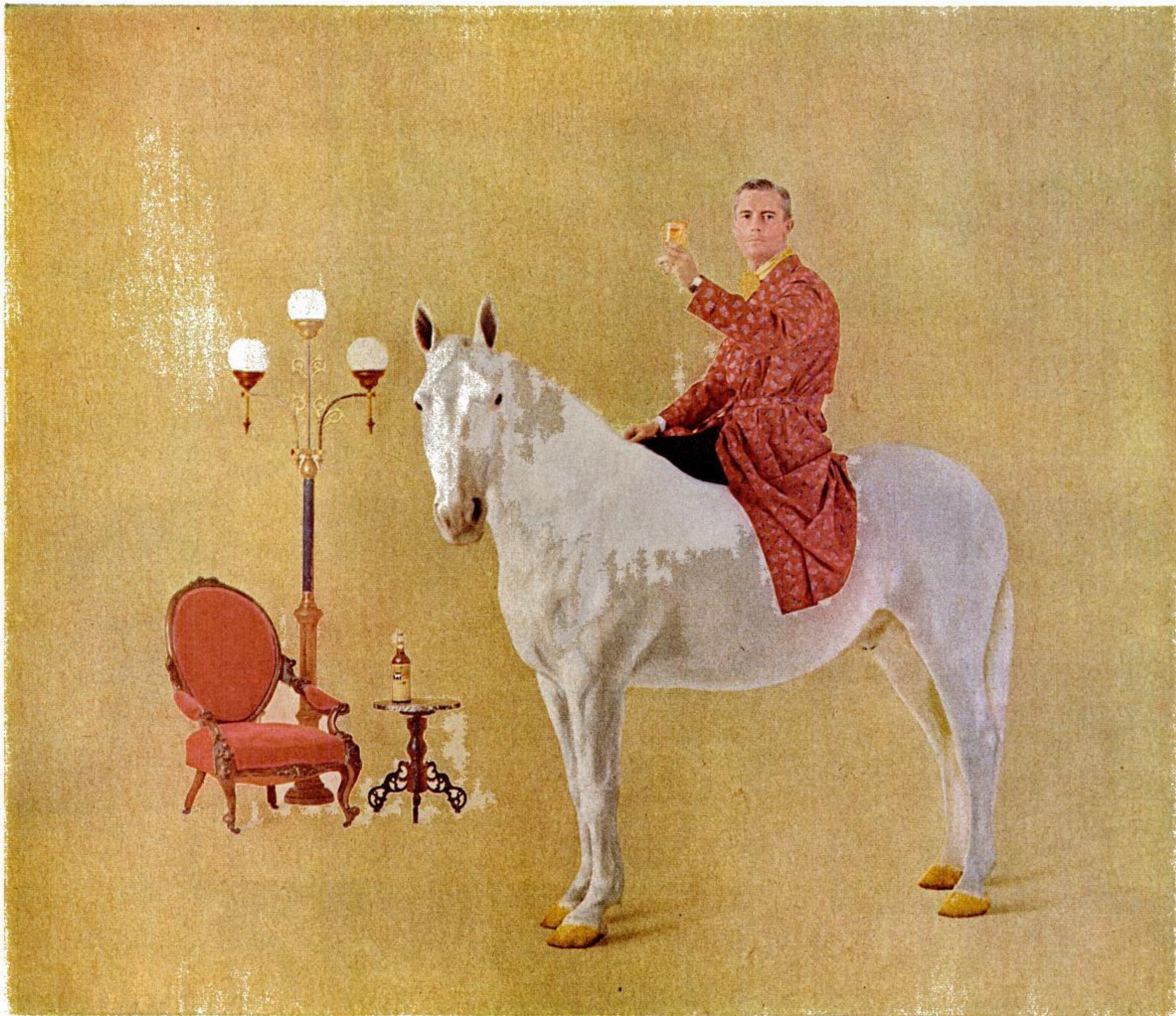
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for uniform lightness and flavor.*



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# A WRITER'S THROES, WOES

Philip Wylie is an explosive author who wrote *Generation of Vipers*, a bitterly funny book about Americans and their worship of "mom." He is also a prolific author who works 250 days a year, once wrote a 25,000-word novelette in one day. He has written over 40 books and normally suffers only the mildest maladies of creative writing. He avoids distractions at his Miami home by working at a downtown office where a zebra skin on the wall deadens phone calls of his stockbroker neighbor.

But Wylie's new book, *The Innocent Ambassadors* (Rinehart), had a more serious message—a denunciation of "the purity of the white race"—and his woes increased. The book, already a best seller, took him 10 months and made him prey to the writer's worst ills—worry, indecision, mental drought—here pictorially catalogued with Wylie's comments.



THE WYLIES sit in Hong Kong rickshas on tour new book describes. Mrs. Wylie's sharp comments on husband's conclusions are quoted throughout book.

IN HIS OFFICE AUTHOR WYLIE MOANS, "AT LEAST A BUSINESSMAN HAS A SECRETARY TO SEE HIS ANGUISH. ALL A WRITER CAN DO IS TELL HIS WIFE"



CONTINUED





"My family doctor said I had a serious case . . . He gave me a tube of CLEARASIL and after using it for exactly two weeks my skin was as clear as a baby's . . . I'm so grateful for this miraculous product . . ."

JEAN SLOAN,  
4044 Edgewood Road, Baltimore, Md.

New! Clearasil Medication

## 'STARVES' PIMPLES

SKIN-COLORED . . . hides pimples while it works.

At last! Science discovers a new-type medication especially for pimples, *that really works*. In skin specialists' tests on 202 patients, 9 out of every 10 cases were *completely cleared up* or definitely improved while using CLEARASIL.

**CLEARASIL WORKS FAST  
TO MAKE PIMPLES DISAPPEAR**



**1. PENETRATES PIMPLES** . . . kera-tolytic action softens and dissolves affected skin tissue . . . permits medication to penetrate down into any infected area.



**2. ISOLATES PIMPLES** . . . antiseptic action of this new-type medication stops growth of bacteria that can cause and spread pimples.



**3. 'STARVES' PIMPLES** . . . CLEARASIL's famous dry-up action 'starves' pimples because it helps to remove the oils that pimples 'feed' on.

**SKIN CREAMS CAN 'FEED' PIMPLES  
CLEARASIL 'STARVES' THEM**

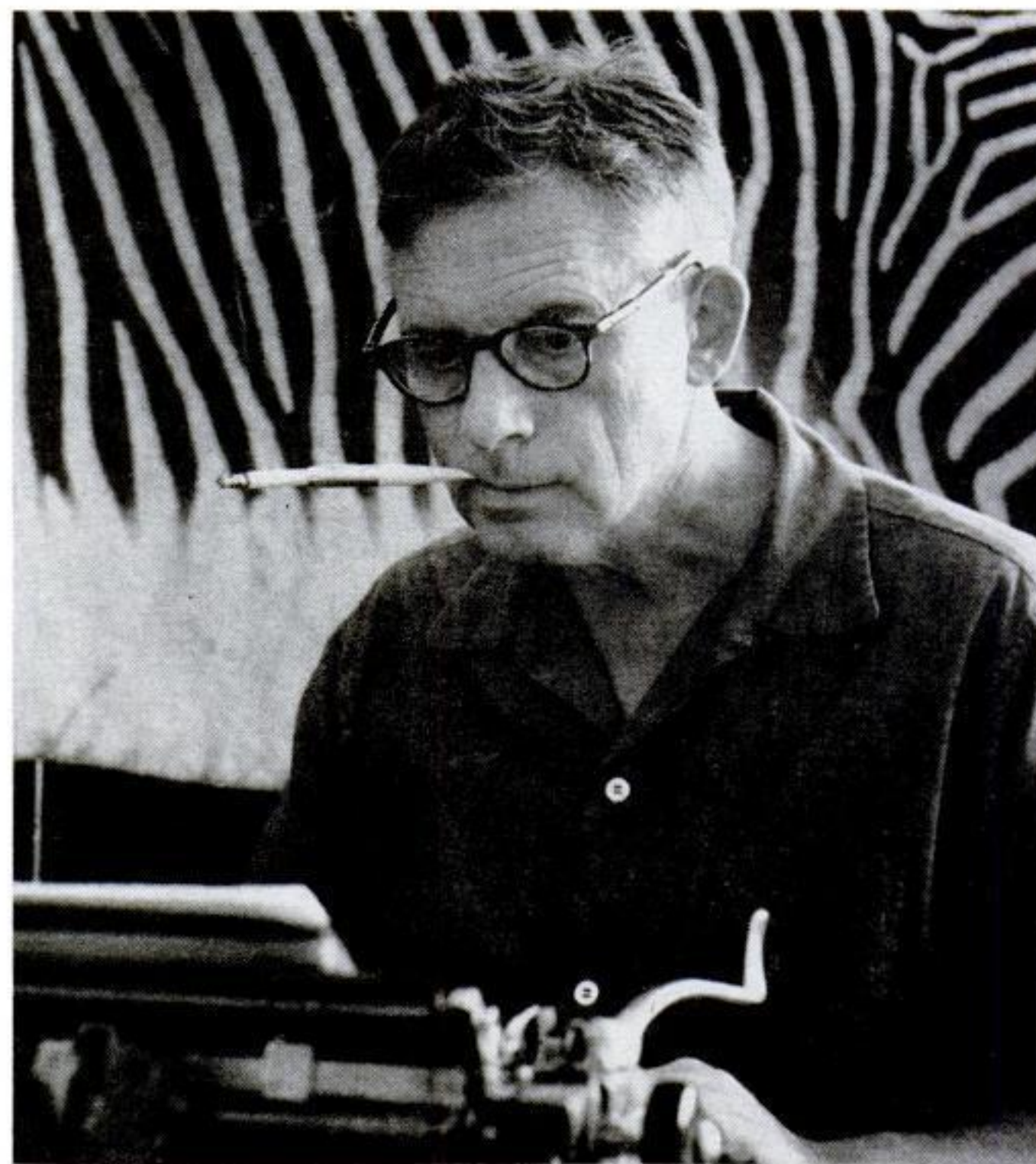
Oil in pores helps pimples grow and thrive. So oily skin creams can actually 'feed' pimples. Only an oil-absorbing medication . . . CLEARASIL helps dry up this oil, 'starves' pimples.

'FLOATS OUT' BLACKHEADS with penetrating medical action that softens and loosens them from underneath. Blackheads 'float out' with normal washing. So why suffer the misery of pimples or blackheads! CLEARASIL is guaranteed to work for you, as in doctors' tests, or money back. **Only 69¢** at all drug counters (economy size 98¢).



**Largest-Selling Pimple  
Medication in America** (including Canada)

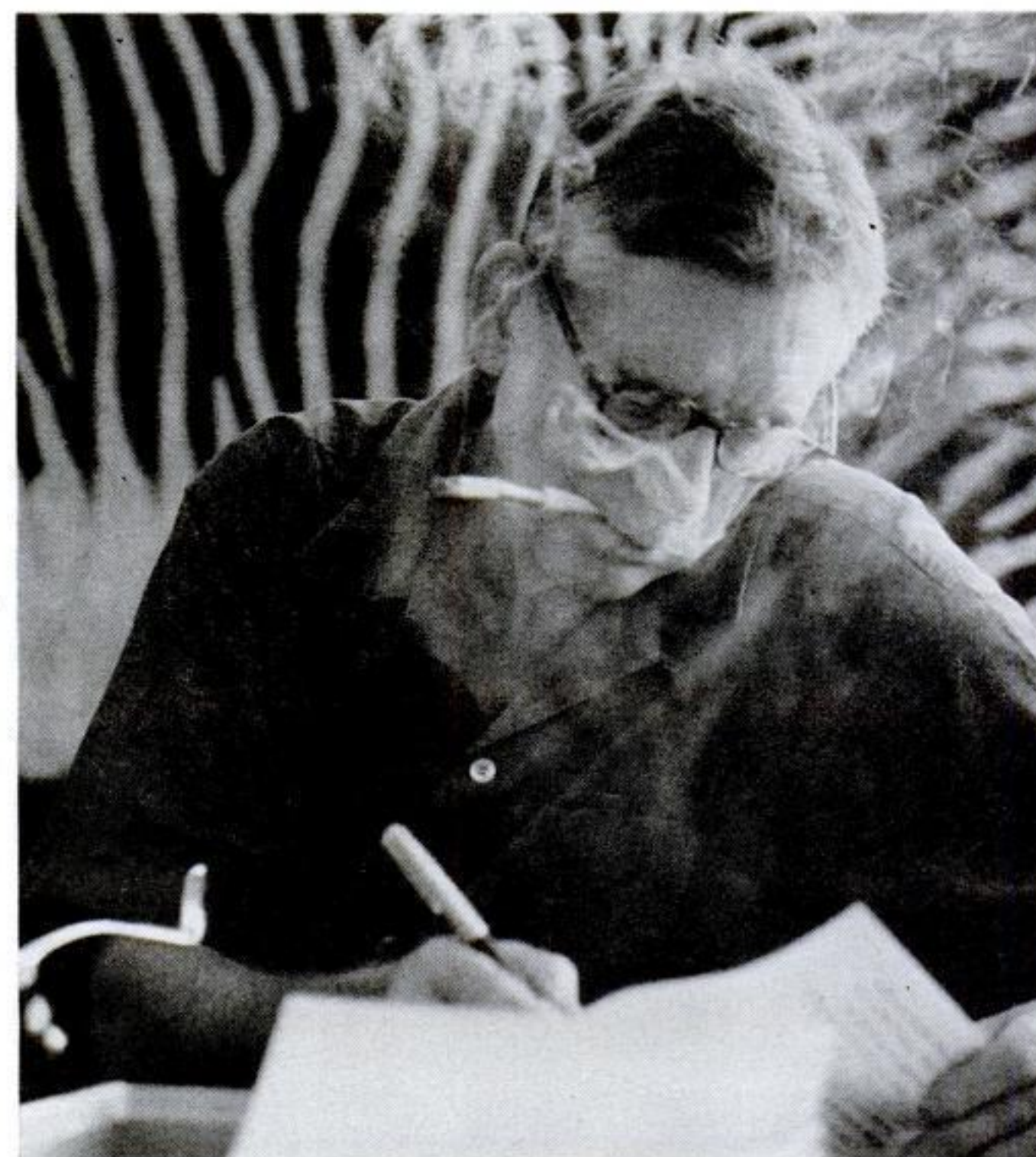
**SPECIAL OFFER:** Send name, address and 15¢ in coin or stamps for generous trial size to Box 260-L, Eastco, Inc., New York 46, N. Y. Offer expires July 31, 1957.



**INSPIRED**, Wylie plunges ahead. "People write to ask if I'm sincere," he remarks. "If a man was insincere in my grind he'd also be a fool."

**BAD IDEA** hits the waste-basket. "Don't ever think of writing," says Wylie, "unless you're willing to spend most of your life alone."

**REWRITING** parts of his book, Wylie complains, "A 54-year-old man can get himself looking 70 in a matter of hours, if he really works."



**man-styled shoes**

for man-sized leisure



*Soft as a sunset  
and  
just as colorful*

Strikingly new! Pigskin in gay, vibrant Holiday Colors . . . gives a new freedom in men's leisure footwear. So soft 'n easy to wear, they belong with jackets, sport shirts and slacks. Enjoy a new footwear experience in this light-weight leather that's actually washable.

Styles from \$9.95

**WOLVERINE** shoes for  
dress • work • field • leisure  
Rockford, Michigan

**MAD FOR LADS  
who use  
AERO  
SHAVE!**



**Save 20¢ a Can!**

Get hep lads! Get rich, creamy push-button AERO SHAVE! Three beard softeners *plus* Lanolin! 3 months supply 59¢.

**AERO SHAVE**

**What Do 3 Out of 4  
Doctors Recommend  
to Relieve Pain?**

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here's why Anacin gives you better *total* effect in relieving pain than aspirin or any buffered aspirin:

- ➔ **ACTS INSTANTLY:** Anacin goes to work *instantly*. Brings fast relief to *source* of your pain.
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This lace-pampered lingerie in white only. Slip in sizes 9-15, 12-20, 14½-20½, 38-42. About \$8. Gown in sizes 10-18, in white, petal, blue. About \$11.



# Lasting Luxury

in the beauty-batiste of "Dacron", nylon and cotton

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So air-borne, it almost floats . . . this new beauty-batiste made possible by "Dacron"\* polyester fiber and nylon. Though dainty to touch and delicate to behold, all its charms are lasting. For this fairy-tale fabric blossoms radiantly with washing and dries itself smooth as new.

Fastest way to find the store nearest you carrying lingerie of beauty-batiste . . . just phone Western Union Operator 25.



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\*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, does not make the fabric or lingerie shown here.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



## EX-LAX HELPS you toward YOUR NORMAL REGULARITY ...gently... overnight!



**TAKE EX-LAX AT NIGHT** and don't let constipation be a problem. Pleasant-tasting EX-LAX acts gently, effectively—won't disturb sleep.



**NEXT MORNING**, enjoy the closest thing to *natural* action. No embarrassing urgency. No upset with gentle-acting EX-LAX.

**MEDICAL LITERATURE REPORTS PROOF** that the laxative ingredient in EX-LAX acts in two important medical ways to relieve constipation.

1—Unlike some laxatives, EX-LAX acts in the large intestine, not the stomach. Does not rob vital nutrition... does not interfere with normal functions of your system.

2—EX-LAX *continues* to help you toward your *normal regularity*—seldom, if ever, is it needed next day. So when you need a laxative, use EX-LAX.

15¢, 35¢, and 75¢ economy family size



**MORE FAMILIES USE EX-LAX THAN ANY OTHER LAXATIVE**

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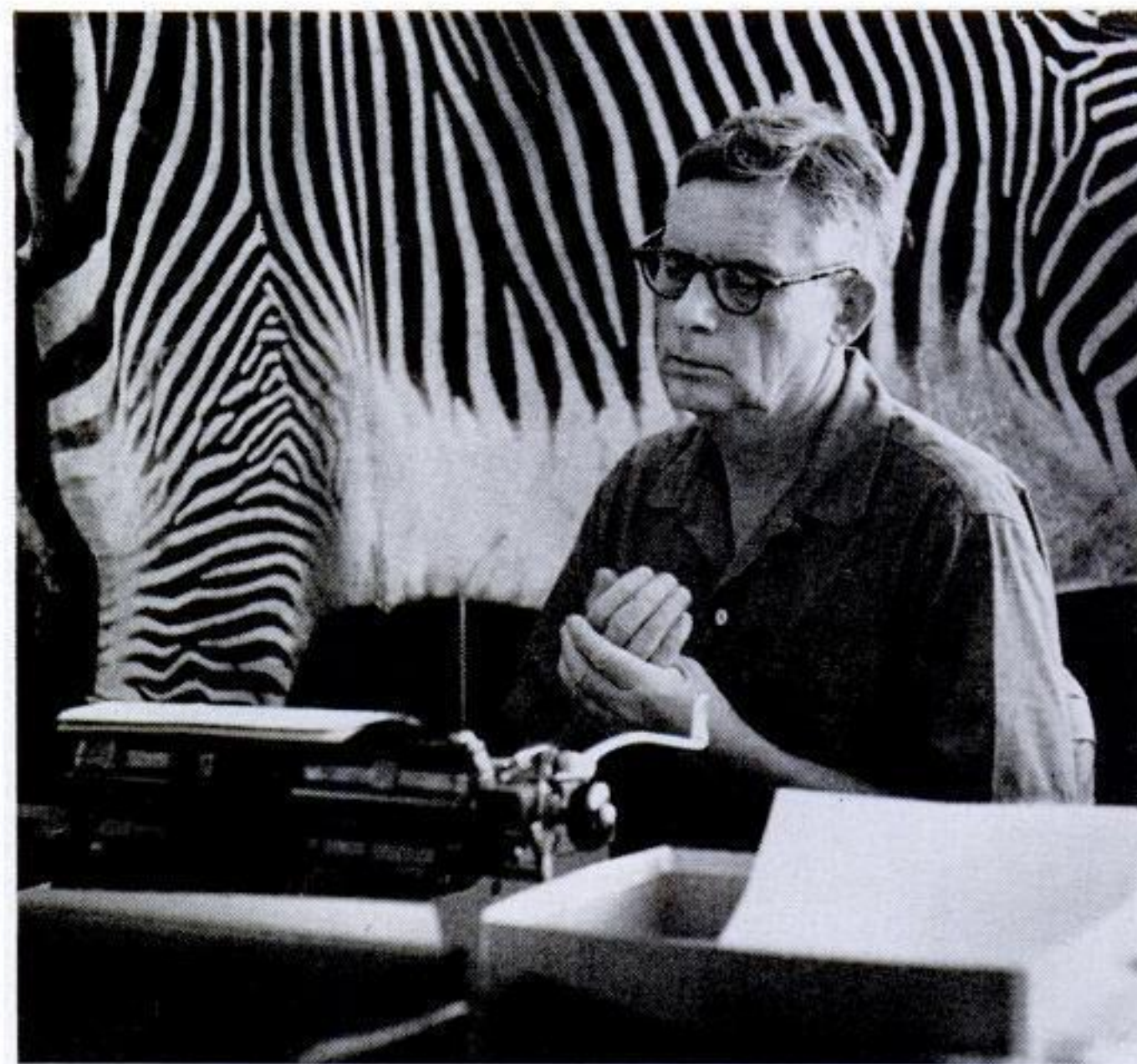
● Enjoy an "arm-chair" tour of New Brunswick! The Holiday Kit includes a new fully illustrated tour book, complete list of accommodations and a road map. Write today—and plan now for an exciting holiday in this picturesque Canadian province by the sea.

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Please send a Province of New Brunswick  
Holiday Kit to:

Name.....  
Street.....  
City/Town.....State.....

**See Canada's "Picture Province" this summer!**

## WRITER'S THROES CONTINUED



**RUBBING TIRED HANDS**, he stops to think. "One forefinger got beat up," he says, "but I can still outtype most stenographers... and sell it too!"



**AT DAY'S END** Wylie leaves office. WIZARD means nothing. "You have to have something on the door," he says, "or office-hunters keep barging in."





ONLY THIS "BEAUTY CARE ACTION" ELIMINATES NICKING, PINCHING AND ALL IRRITATIONS

## THE NEW REMINGTON PRINCESS ELECTRIC SHAVER SHAVES RAZOR-CLOSE WITHOUT RAZOR-SCRAPE !

Once you try the new Remington Princess with "Beauty Care Action," you'll say goodbye to old-fashioned so-called "safety" razors and single-edge electrics.

For here is a shaver with not just 1, but 8 busy shaving edges, to stroke hair away completely, smoothly, *quickly!* Yet the Princess can't nick, scrape, pinch or pull your skin . . . thanks to Remington's exclusive Guard Comb.

So, if you've always wished for a shaver that shaves razor-close without razor-scrape, you have it in the new Remington Princess with "Beauty Care Action"! Get yours soon.



**Only the Princess does  
all the things razors and  
other electrics should!**

*8 shaving edges . . . not just one! Shaves back and forth . . . no switching sides for underarms and legs.*

*Remington's exclusive Guard Comb protects tender skin from irritation and cuts.*

*Hugs your hand . . . so light, so easy to hold.*

*Works in a whisper.*

*The Remington Princess comes in a lovely jewelry-type case...a gift you'll be proud to give Mother (or her daughter) on Mother's Day.*

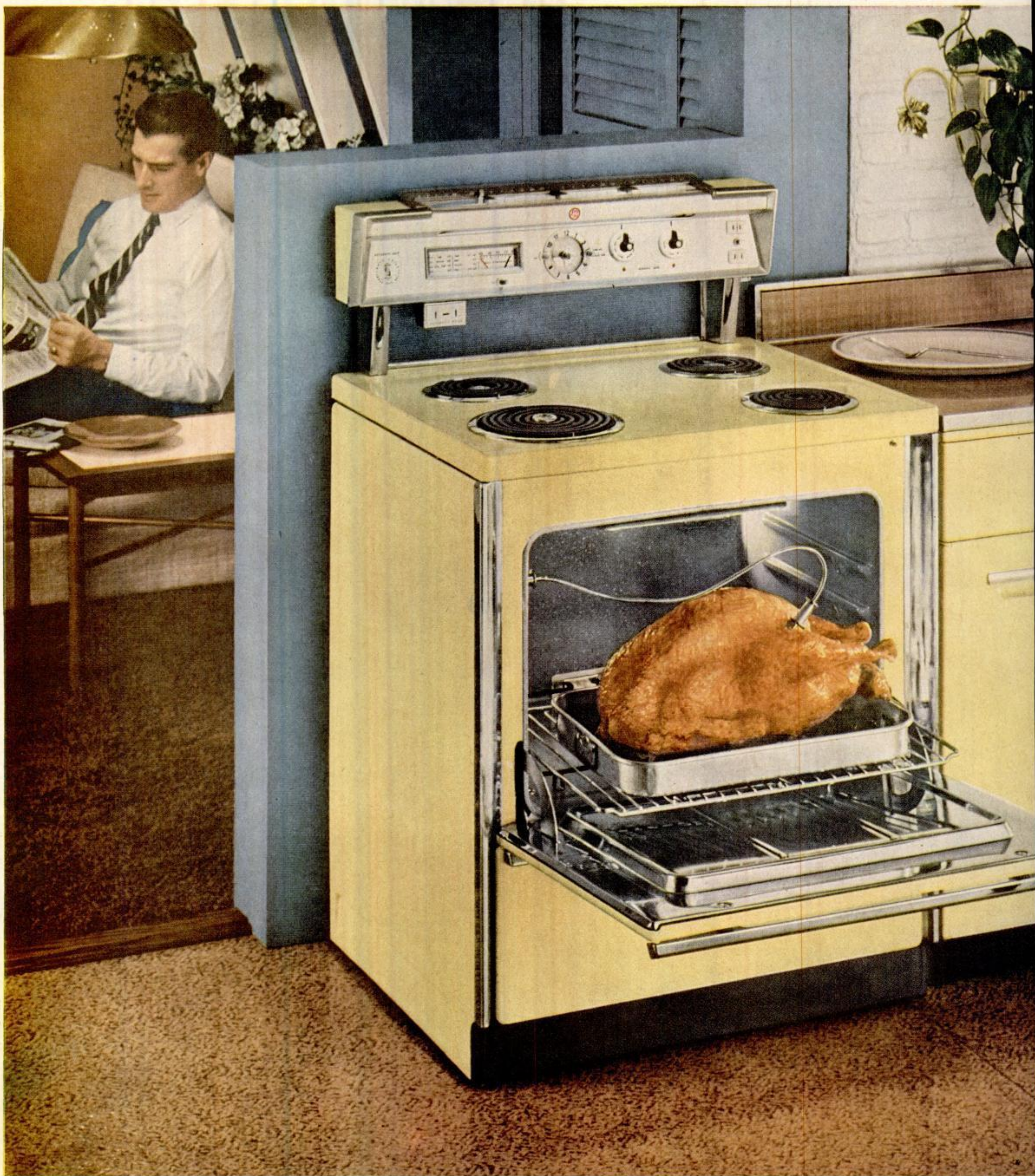
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ELECTRIC SHAVER DIVISION OF SPERRY RAND CORPORATION, BRIDGEPORT 2, CONN.



Available at leading Department, Jewelry, Appliance and Drug Stores everywhere  
PRINCESS PINK / SEA SPRAY / MOONGLOW



# From General Electric.





# the new **Keyboard** range!



**Press a key, turn a dial. It takes over your baking, boiling, roasting, frying, broiling... even grills sandwiches—automatically**

**Yes, this new and beautiful** Keyboard range is so automatic that it takes over your meals.

Imagine the heat you want at the touch of a pushbutton!

Think of cooking frozen peas or tricky oatmeal—without watching. The new 2-in-one automatic unit holds the heat you set, and G.E.'s new automatic speed griddle works the same way.

Picture roasting meat without peeking. New meat thermometer "watches" for you. Buzzes when meat's done to your taste.

And what convenience! Here's General Electric's widest oven ever! So big it holds a 25-pound turkey with room left over.

**Compact, to fit small space.** The Keyboard range shown is only 30 inches wide. Also in 40-inch width, with one or two ovens.

"Built-in" design makes the new G-E Keyboard ranges fit into many kitchen counter arrangements. Rich chrome trim highlights the beautiful "Mix-or-Match" colors—petal pink, turquoise green, canary yellow, woodtone brown, and satin white.

**A small down payment** can put one of these new Keyboard ranges in your kitchen, installed, ready to use. See them at your G-E dealer's. He's in the yellow pages of your phone book.

General Electric Company, Appliance Park, Louisville 1, Ky.



**Touch a "piano-key"** for the exact cooking temperature you want. So easy to use even when your hands are wet. A different colored light for each heat shows what surface unit is on, at what speed, even from across the room.



**Cook pancakes the way you like them—** 8 at a time. Grill bacon, sandwiches, automatically. New General Electric griddle heats evenly all over. It's lightweight and stores easily in range drawer when not in use.



**Roast and broil meat** rare, medium, or well done, with the new General Electric electric meat thermometer. All you do is set temperature dial on back splasher. No guesswork or peeking. Buzzer sounds when meat's ready.

## **Widest G-E Oven Ever!**

*Even this 25-pound turkey* looks small in it. One shelf alone holds six 9x5x3-inch loaf pans. Broil as many as 30 "hot dogs" at one time the delicious charcoal way.

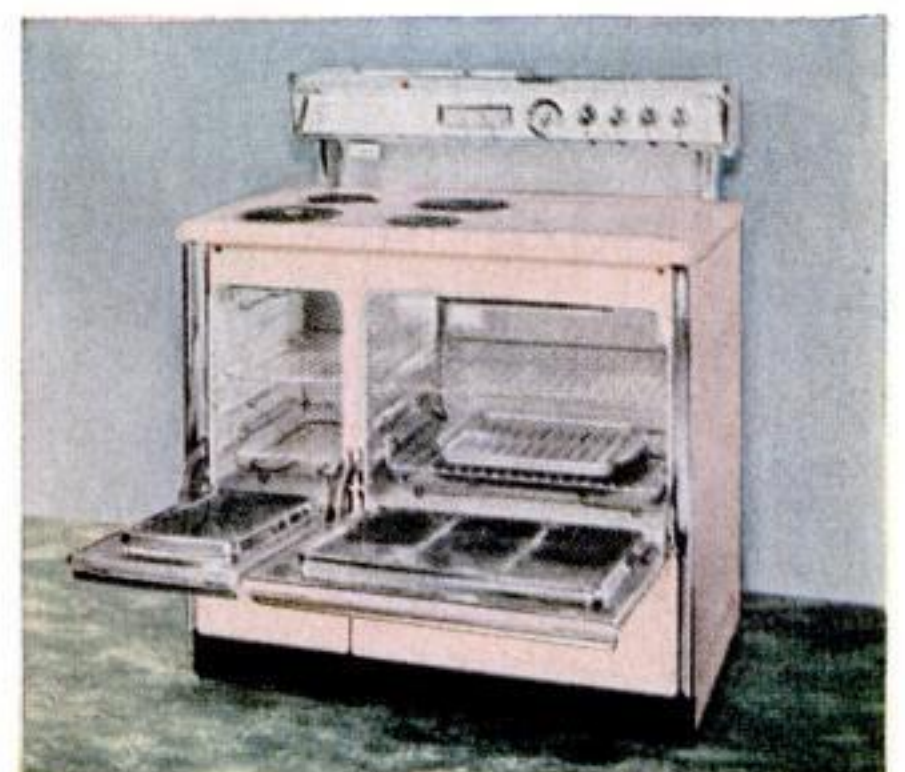
*Cooks an oven meal while you're away.* Oven timer takes over with two simple dial settings; turns oven on and off automatically.

*Easy to use.* No reaching way back after food. Well-lighted oven has light grey porcelain enamel surfaces so you can see what you're doing. So easy to clean, too, because oven door lifts off, broiler pulls out, self-cleaning bake unit swings up out of the way.

**LIVE BETTER... electrically**



**Set the new two-in-one automatic unit** and forget it until food is ready. Use inner coil separately for small utensils—both coils for large. Quickly brings food to temperature you set and holds it there.



**40-inch Keyboard Ranges** have wide-opening master ovens. Double-oven model has the extra convenience of a full-height, 2-shelf companion oven. Separate temperature controls let you bake and broil at the same time.

*Keyboard ranges... so fast, so clean, so dependable*

**GENERAL  ELECTRIC**





**T**o stop time from telling on your face...use Tussy Moisture Cream or Moisture Lotion. With them—your skin can *look* the age you want to tell.



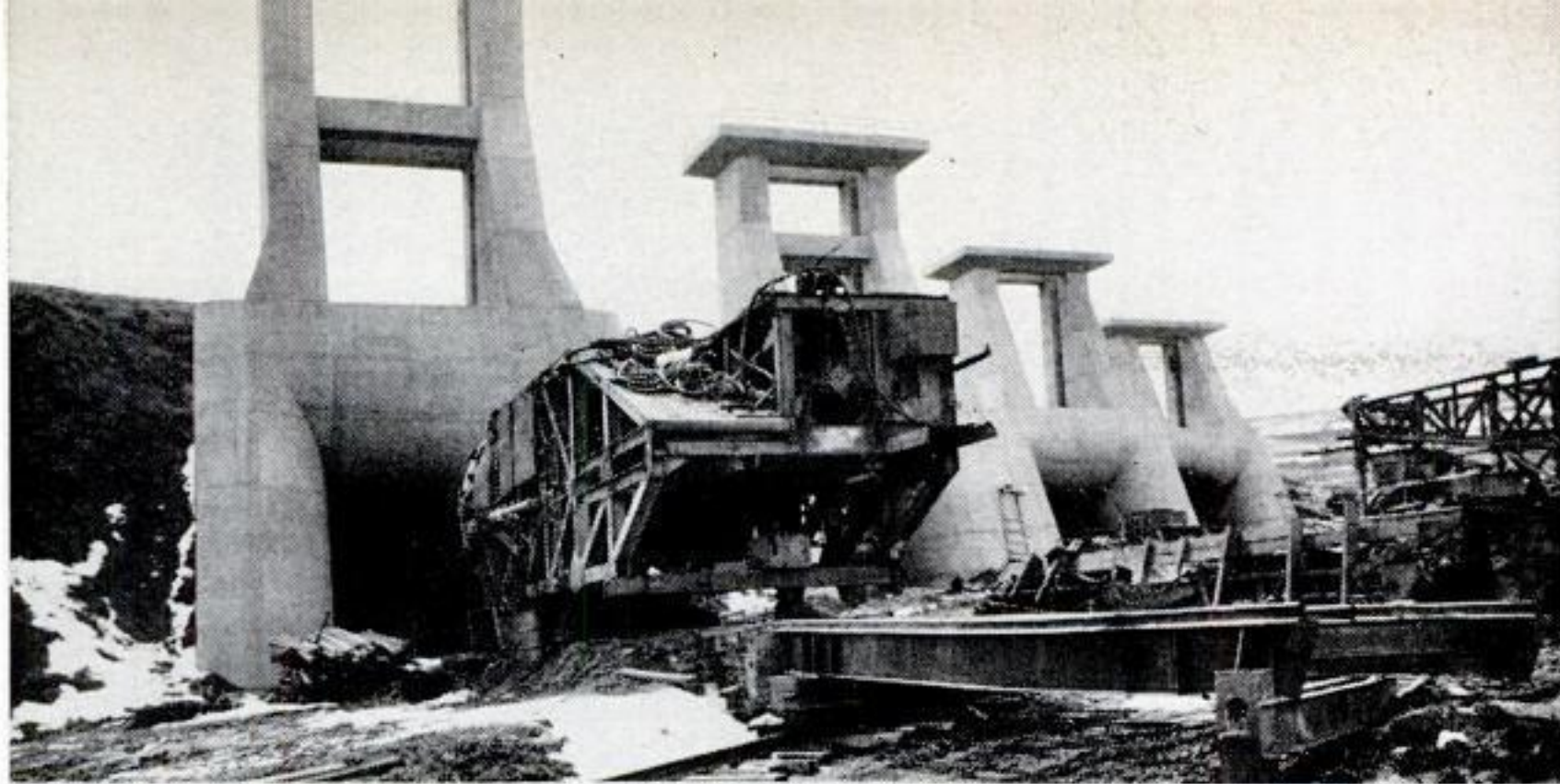
to be as lovely as you can be...

**TUSSY** moisture cream and lotion

Cream, 4 oz. \$5...2 oz. \$3...“Vitamin A” enriched Lotion, 4 oz. \$5...2 oz. \$3. Prices plus tax. On Canadian counters, too...Her lipstick...Tussy’s Apricot Brandy

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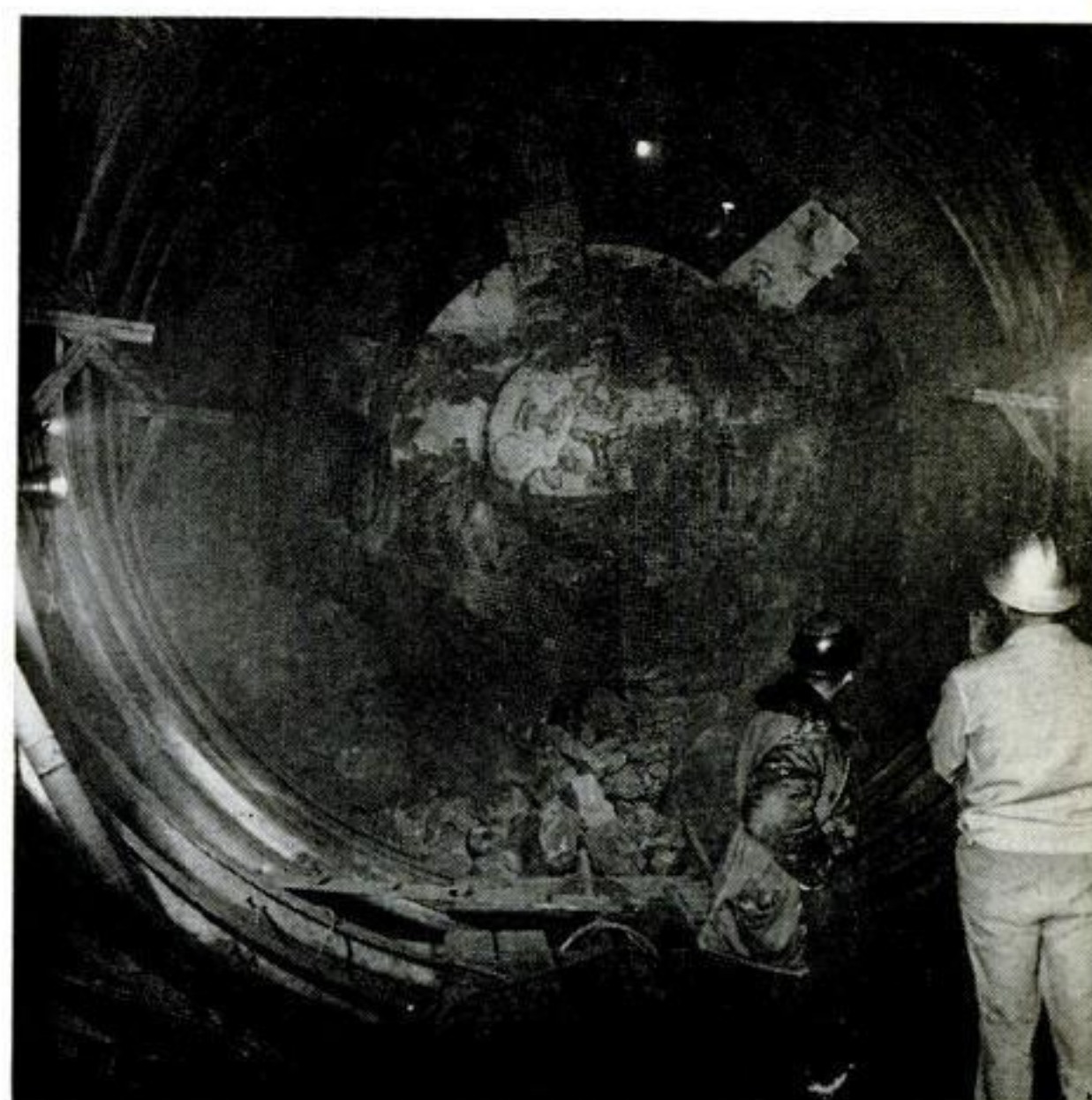


MITTRY MOLE, EARLIER VERSION OF MODEL BELOW, IS PARKED NEAR FINISHED TUNNEL

# MIGHTY MOLE CHEWS A HOLE

With machines called Moles, engineers at the Oahe Dam near Pierre, S. Dak., on the Missouri River, dig tunnels at twice normal speed. The Mole's multitoothed face is shown below. It consists of two steel disks, each powered by a 200-hp engine. The smaller, three-armed plate turns counterclockwise, to bore a middle hole. The six-armed plate, just behind it, turns clockwise, cutting away the outer edges of the tunnel. All the arms have fixed teeth that knife

out chunks of shale, and dumbbell-shaped rollers that crush it. Hydraulic jacks inch the machine forward on rails. Buckets on the six long arms scoop debris through hoppers onto conveyor belts leading back to the entrance. The \$370,000 Mole, developed by James Robbins and Associates of Minneapolis, will cut earth, shale and soft sandstone, but not harder rock. When going strong, it can chew 140 feet of tunnel, 24 feet in diameter, in 24 hours.

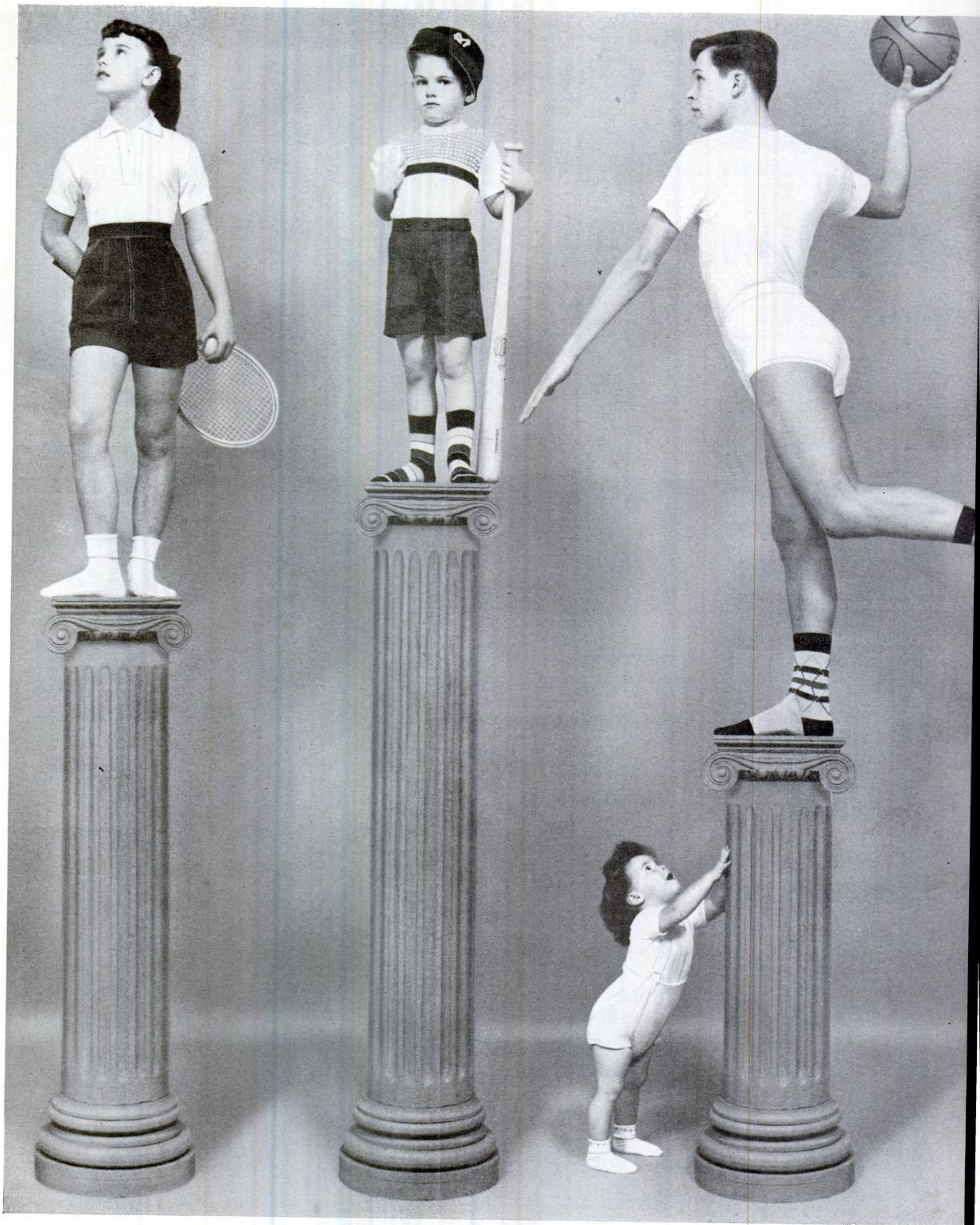


**COMING THROUGH**, Mole cuts into center of the 3,400-foot tunnel whose other half had been cut.


**MOLE'S PORTRAIT** is taken as it stops and its crew peers between the machine's massive arms.











# CHAMPS WEAR

## *Durene*<sup>\*</sup>

the supreme cotton yarn  
that feels better!  
wears better!  
looks better longer!

**THE PROFESSOR SAYS:** science proves that Durene mercerized cotton yarn not only looks better, washes better and wears better than ordinary cotton yarn... it also gives you more comfort all day long and all year long than ordinary cotton yarn and all man-made fibers. That's why champs insist on a Durene label in:

**POLO SHIRTS.** For the shirts that keep their slick good looks and smooth shape... demand a "made of Durene yarn" label!

**SOCKS AND ANKLETS.** Durene cotton yarn gives easy, natural, healthful fit... never cramps or binds... evaporates moisture, helps keep skin dry.

**BABY KNITS.** Wash soft—and thoroughly—over and over. Only a Durene label assures you of the smooth looks and comfort you want after constant washings.

**UNDERWEAR.** Durene cotton yarn keeps even the most active men more comfortable in any weather... because it carries skin moisture away faster.

Available in quality knitwear by many makers... for all members of the family... in stores everywhere, or write:

Durene Association of America  
350 Fifth Avenue,  
New York 1, N. Y.

\*Reg. U. S. Pat. Off. The Trade Mark for combed, mercerized cotton yarn that must meet high Quality Control standards set by Durene Association of America.





**LE COULTRE ATMOS**—the famous LeCoultre Perpetual Motion Clock that requires no hand-winding, no electricity. Powered by the very air, Atmos runs silently, accurately, indefinitely—its golden mechanism in full view in its crystal case, revealing everything—except what makes it run. An exceptional wedding gift of first choice the year 'round. Here is beauty-in-action, at no more than the cost of a fine watch. \$99.50, plus Federal tax.

ONE OF THE WATCHMAKING NOBILITY

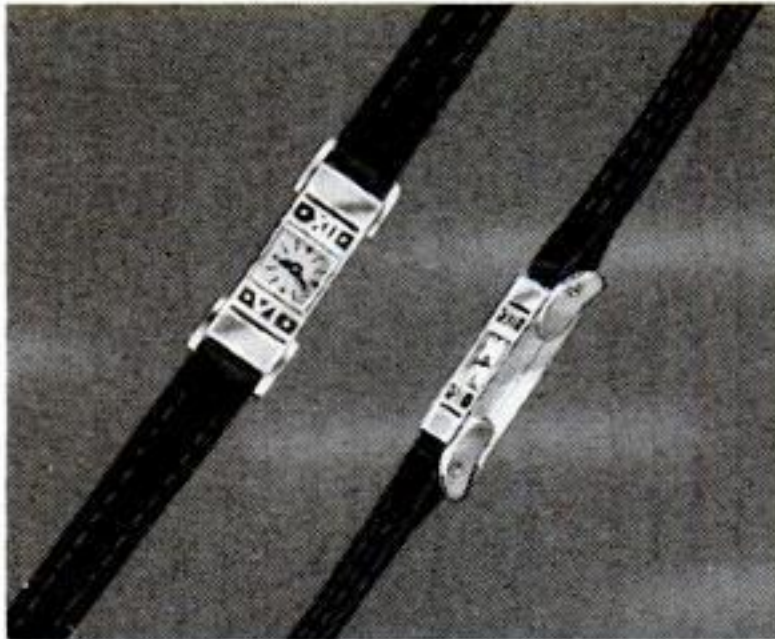
# LE COULTRE

## THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

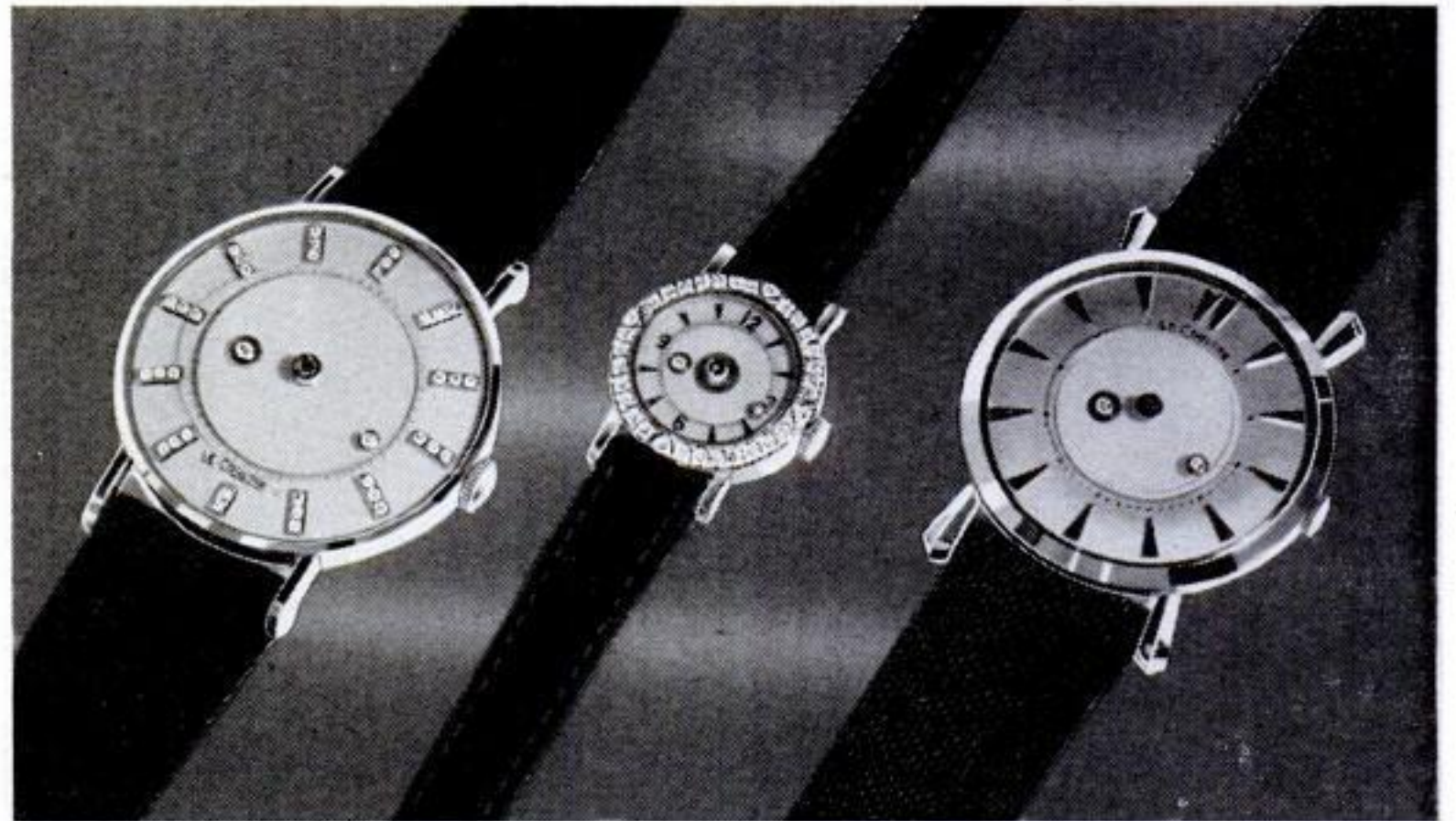
Exceptional for any gift occasion is a watch by LeCoultre—one of the watchmaking nobility since 1833. LeCoultre is among the elite few of the world's watchmakers who made the transition from handwork to precision manufacture without loss of the superb quality of custom craftsmanship. It's the hidden quality of nobility that shines through the beauty of every LeCoultre. See these exclusive creations at your LeCoultre Jeweler.



**LE COULTRE WRIST ALARM AUTOMATIC.** Reminding and self-winding, too, this LeCoultre exclusive is a second memory to a busy man. Thin and handsome. \$95. Available in waterproof\* case, \$99.50.



**THE SMALLEST WATCH IN THE WORLD.** Hardly larger than the head of a match, with 77 microscopic parts, this tiny mechanical marvel is an excellent time-keeper. In precious platinum case, \$1,375.



**LE COULTRE DIAMOND GALAXY TRIO**—no hands—these three LeCoultre luxury watches mark time with 2 floating diamonds that move mysteriously around the dial. In the man's "Galaxy", the hour markers are set with 35 diamonds, \$325. "Royale Lady Galaxy" is circled with 32 choice diamonds, \$350. "Saturn" is an exceptionally thin dress watch for men, \$175. All cased in the richness of fine 14K gold.



**COUTURIER WATCHES** designed in the manner of finest jewelry. Parisienne "B" has graceful endpieces curved to fit wrist, \$79.50; "Sondra" is elegant simplicity in fine 14K gold, \$100.



**A TRIO OF FAVORITES** in the fashion centers of the world—exclusively LeCoultre. Left to right: "Contessa"—14K gold watch with delicate bracelet, \$120; "Montres d'Elegance"—one of a series of 14K gold diamond watches, from \$125; "Par Excellence"—tiny 14K gold backwind watches, from \$300.



**LE COULTRE MATCHING WATCHES.** What more romantic wedding gift than these matched 14K gold watches to mark golden hours! For her—"Harriet", \$110; for him—"Marshall", \$145.



**MOST COMPLICATED WATCH** In The World—has 400 parts. Split-second timer, perpetual calendar, minute repeater. 18K gold, \$3,850.



**LE COULTRE POWERMATIC.** Self-winding, fully protected against all common watch hazards. With Reserve Power Indicator. \$89.50.



**LE COULTRE FUTUREMATIC.** Engineered to be world's most accurate automatic watch. Can't run down or overwind. 14K gold, \$160.



**LE COULTRE MASTER MARINER AUTOMATICS.** Superior LeCoultre self-winding movement in this new series is shock-resistant and anti-magnetic; case is waterproof\*, dustproof. Shown are two of many. Left, \$95. Right: Chronometer Automatic, 18K gold, \$395.

WORLD'S MOST EXCEPTIONAL WATCHES

# LE COULTRE

WORLD'S MOST EXCEPTIONAL CLOCKS

DIVISION OF LONGINES-WITTNAUER WATCH COMPANY

\*So long as crystal, back and stem are intact

Prices of Watches Include Federal Tax.





THE QUARTET—FROM LEFT: M. SCHNEIDER, ROISMAN, KROYT, A. SCHNEIDER—TUNES STRADIVARI BESIDE LIBRARY OF CONGRESS CASE FOR INSTRUMENTS

# IT'S CHAMBER MUSIC TIME ACROSS THE LAND

**The Budapest Quartet is a big hit even out west**

For generations a small but intense body of music lovers has considered the string quartet to be the highest form of music. For the past two decades most of them have considered the Budapest String Quartet to be the form's finest practitioners. Today the admirers of chamber music have multiplied from a cult to a mass audience. And the busy Budapest, still pre-eminent musically, is finding new fans in the Montana ranch lands, playing the same long-hair programs in Missoula as in New York.

The group was founded 40 years ago in Budapest but its four present members are all

Russian-born—Violinists Joseph Roisman and Alexander Schneider, Violist Boris Kroyt, Cellist Mischa Schneider—and their headquarters is Washington, D.C. at the Library of Congress where they play four magnificent Stradivari reserved for their use. From there long tours take them into big and small towns across the U.S. and around the world. They give about 150 performances a year at a fee of \$900 a concert. Always they find audiences familiar with them through their Columbia records whose sales—some 40,000 a year—make the Budapest the most widely heard quartet in history.

IN RAPID CITY, S. DAK. AFTER RECITAL CELLIST SCHNEIDER TRIES A WESTERN BOOT →







AT NEW YORK'S METROPOLITAN MUSEUM, ROISMAN LEADS THE WAY AS SCHNEIDER, KROYT AND SCHNEIDER HEAD FOR THEIR PLACES TO BEGIN A CONCERT







IN UNIVERSITY OF MONTANA HALL AT MISSOULA, QUARTET FACES A FULL HOUSE. MANY IN AUDIENCE FOLLOWED MUSIC WITH SCORES AT PERFORMANCE

## MAKING MUSIC IN MUSEUM AND ON BASKETBALL COURT

The music Haydn, Mozart and Beethoven wrote for performances in court circles of Vienna is played by the Budapest Quartet in high school halls and basketball courts before ranchers and college students. The capacity audiences are vociferously appreciative. In Missoula, Mont. the applause was so insistent that the group played an encore, a gesture it rarely makes. Teen-agers besieged the players for autographs and at a reception, as the quartet admired the brilliant northern lights, their hostess said, "That's your reward for playing so beautifully tonight."

The four men who merge in one matchless ensemble have little in

common when they put down their bows. On tour they seldom dine together. At times they have communicated only in writing while living in the same hotel. Roisman worries about his health and all bus, train and plane schedules. Kroyt is a gadget lover who once passed up a chance to try out a newly discovered Strad viola to browse in a promising hardware store. Alexander ("Sascha") Schneider is a wise-cracking bachelor and *bon vivant*. His magisterial older brother Mischa is the acknowledged master at moderating the group's arguments that rage in Russian. "It's only under the spell of music," he admits, "that we get along."



**BOWING BUDAPEST** has back to brick wall in the Y.W.C.A. at Yakima, Wash. after playing Ravel quartet.

← **APPLAUDING AUDIENCE** at Yakima sits in gymnasium. Season tickets cost \$7.25 and over 300 were sold.





**HELPING A DANCE BAND,** Budapest's violinist Alexander Schneider joins accordion and bass player in Viennese waltzes at Benjamin Franklin Hotel in Seattle.

**BUNDLING AFTER RECITAL,** Roisman pops his bald head through sweater he carefully puts on for cab ride back to hotel in Rapid City. Kroyt is at right.



**SITTING IN SILENCE** at the Seattle airport, the four players have nothing to say to one another. Roisman and Mischa Schneider played together nearly

22 years before they addressed each other by their first names. They wound up this year's major travels by playing at Casals Festival in Puerto Rico (p. 166).

CONTINUED



*Really new taste discovery!*



IMPERIAL-REG. U. S. PAT. OFF.

# ***imperial*** has real natural taste!

The instant you taste it, you *know*. Imperial has *real natural taste*. And natural aroma, too. On toast or muffins, melting over hot vegetables—any way you use it, Lever Brothers Company guarantees *complete* satisfaction (or your purchase price refunded). Imperial costs a little more, but adds so *much* more to your enjoyment of good food. Serve Imperial—always in good taste.

*P.S. To keep it fresh, always keep it refrigerated.*





# CHANEL



N°5  
CHANEL

THE MOST  
TREASURED NAME  
IN PERFUME

# CHANEL

## CHAMBER MUSIC CONTINUED

### A CRISIS IN PUERTO RICO



AT CASALS FESTIVAL in San Juan where quartet is playing, Pablo Casals sits as Schneider stands on podium. Moments later cellist had heart attack.



GETTING THE WORD, festival orchestra learns that Casals cannot take part in festival. Stricken cellist designated Schneider to direct it for him.



TELLING GOVERNOR of Casals, Heart Specialist Dr. Paul Dudley White (right) talks to Muñoz Marin and his wife. White flew down to see cellist.

IF YOU PRIZE IT... KRYLON-IZE IT!



Krylon Spray Enamel is so simple to apply that even youngsters can do a professional job.

Perfect painting the  
"PUSH BUTTON" way

Beautify in minutes with

## KRYLON SPRAY



Covers almost any surface — wood, metal, paper, etc. Quick and easy. No brush, no muss, no fuss. Dries in minutes. Long lasting, professional finish. At paint, hardware, automotive, art supply, radio-TV stores.

18 DECORATOR COLORS  
Glossy White Glossy Black  
Flat White Flat Black  
Baby Blue Hunter Green  
Regal Blue Cherry Red  
Chrome Yellow O.D. Khaki  
Light Grey Bright Silver  
Dove Grey Bright Copper  
Machine Grey Bright Gold  
Baby Pink Int'l. Orange  
and Crystal Clear

IF YOU PRIZE IT... KRYLON-IZE IT!

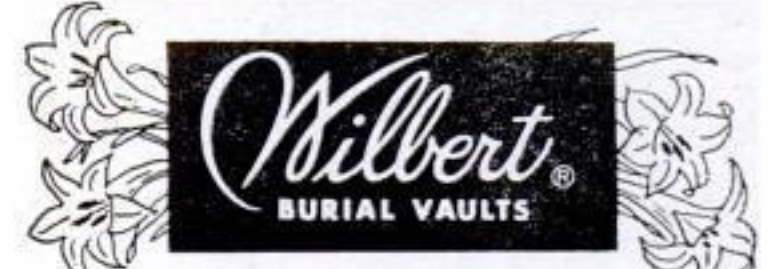
FULL FASHIONED • SEAMLESS

CUSTOM-FIT  
*La France* \$1.00 up  
THE STOCKING *Gift* BEAUTIFUL  
LOOK BETTER • FEEL BETTER • WEAR LONGER



How much  
do you know  
about Funerals  
?

As a trustworthy citizen and good neighbor, your funeral director is professionally qualified to supply competent advice and counsel. For peace-of-mind protection you can rely on him when he recommends the WILBERT burial vault, made of thick, precast asphalt and reinforced concrete. Over 1 1/4 MILLION interments have been made in . . .



Write WILBERT, Box 147-L, Forest Park, Ill., for FREE booklet, "Facts Every Family Should Know . . ."

WILBERT—the foremost name in burial vaults

©Trade Mark Wilbert W. Hoase Co.



*Kellogg's* discovers a great new high-protein food in delicious new ready-to-eat cereal form . . .

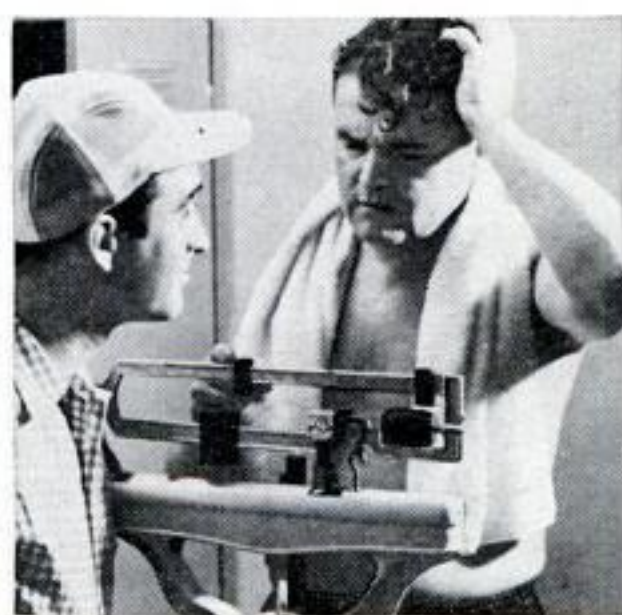
# PROTEIN!



These ladies are engrossed with the most nutritious cereal story of our times. You can read it too. It's on the back of Special K packages at your grocer's.



Active youngsters use up to twice as much protein (per lb. of body weight) as their parents. Special K provides the kind they need daily.



Weight watchers. Special K is ideal for high-protein, low-fat, low-calorie diets. A cup and a half (1 ounce) has only 105 calories.

If you could listen in on this backfence conference, you'd learn a lot about the importance of protein at breakfast.


You'd also discover that a single serving of Kellogg's Special K with milk or cream gives you a healthy amount of the highest quality protein you can get. Twice the average of all cereals—hot or cold.

Millions of folks like Special K for still another reason. It tastes good. More than a flake, more than a puff—it's an entirely new form of cereal.

Look for the package with the big red K on the outside and all the nutrition inside. We think you'll enjoy it.

*Kellogg's*  
OF BATTLE CREEK





**Suppose Barbara had  
to support the family**

**If she alone were the bread-  
winner, could she earn enough  
to meet the family's  
living expenses?**



Right now—while your children are young and your responsibilities great—you would want to make certain that, without you, your wife would have adequate income. Social Security is seldom enough.

Vital *income protection* for your family can be provided by a John Hancock family income plan, at a cost you can afford. For example, suppose you're 30 years old. Your youngest child is 7.





If you're not here, your family will receive \$10,000 plus \$200 a month extra to see them through until your youngest child is old enough to have finished college. The cost for all this would run about \$5 a week.

Your John Hancock representative will show you how such a plan can bring you *family security* today and *retirement security* later on. Mail coupon for more facts about how he can serve you.

**John Hancock, Dept. L-3**  
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Please *mail* me, without obligation, your new booklet, "What You Should Know Before You Buy Life Insurance." To protect my family, I can set aside \_\_\_\$2 a week; \_\_\_\$5 a week; \_\_\_\$10 a week; \_\_\_whatever is necessary.

Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_

*John Hancock*  
MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS



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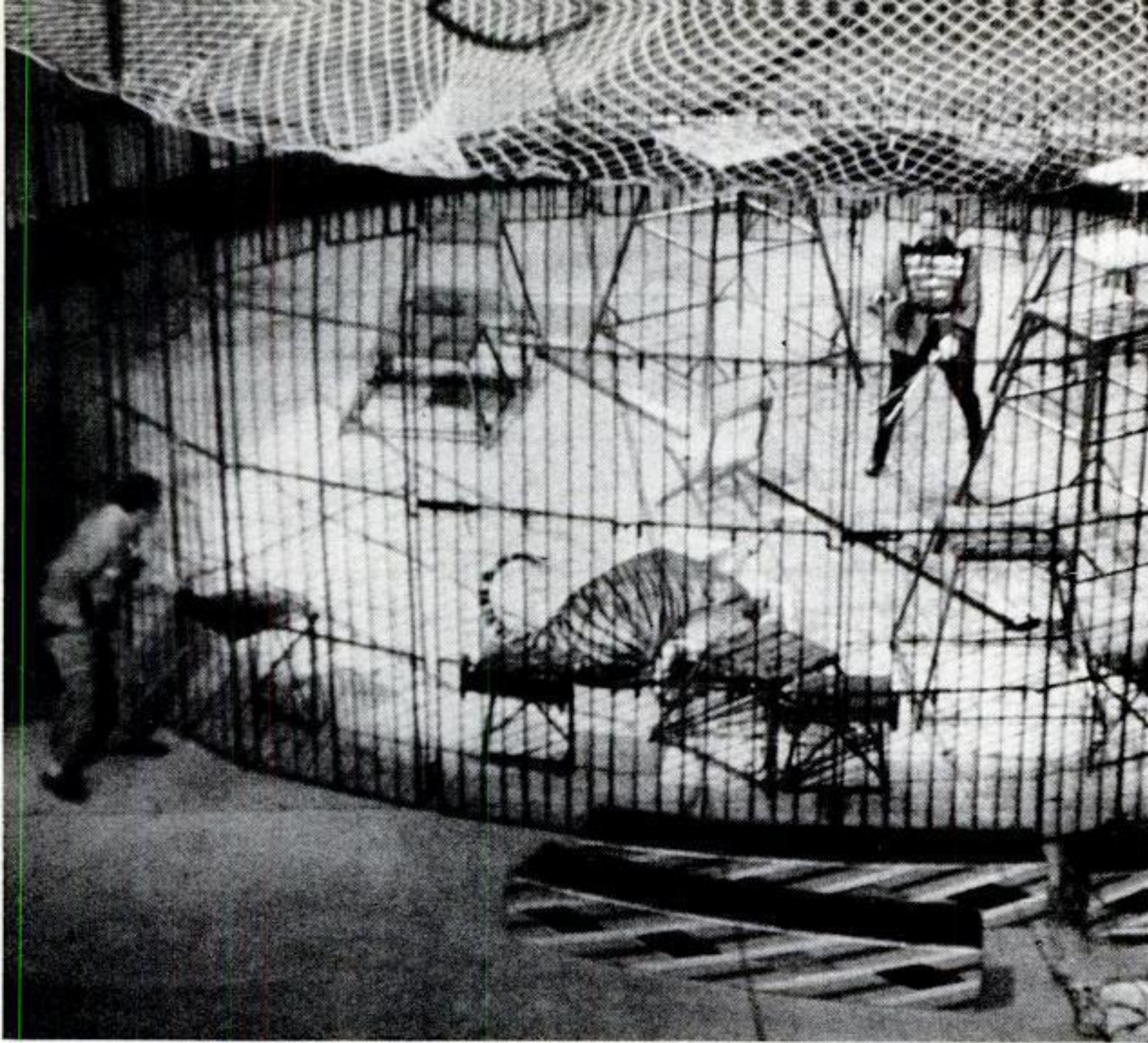


nature  
gave you  
seamless  
legs

Jane  
gives you  
seamless  
stockings

no seams to worry about





AS TIGER FIGHT STARTS, THE TRAINER AND AN ATTENDANT WITH A POLE TRY TO BREAK IT UP

# IN A CIRCUS CAGE A JUNGLE KILLING

Before the performance Trainer Trevor Bale of the Ringling Circus was worried that his tigers were "out of order." But their eight-minute act in New York's Madison Square Garden went off well. The tigers started slinking from the cage, females first, when the circus's 15,000 spectators were transfixed by a scene straight out of the jungle. Ila, a Sumatran female, turned back into the cage and this infuriated a Bengal-Siberian male named Rajah.

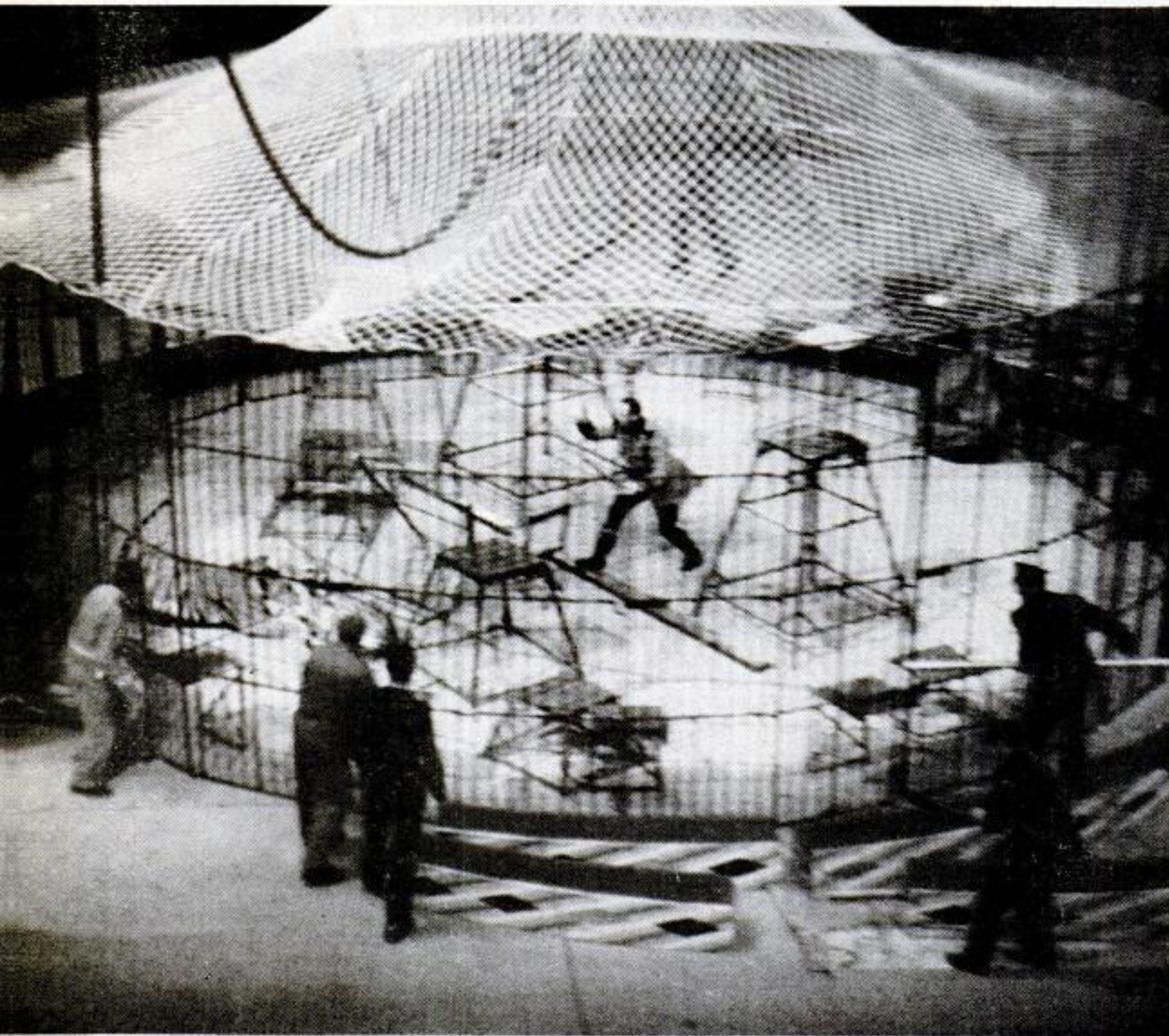
In an instant Rajah arched off his pedestal, hurtled some 20 feet through the air and crunched his jaws into Ila's throat. Trainer Bale used every device at his command to separate them, including all his blank cartridges, his long whip and even one of the tigers' pedestals. He finally succeeded but Rajah had inflicted so much damage in the fierce two-minute struggle that Ila shortly bled to death. Rajah himself was hardly scratched (*next page*).

ATTACKING RAJAH PRESSES HIS ASSAULT ON ILA AND DESPERATE TRAINER BALE (RIGHT REAR) PICKS UP A PEDESTAL TO THROW DOWN AT THE WRITHING PAIR



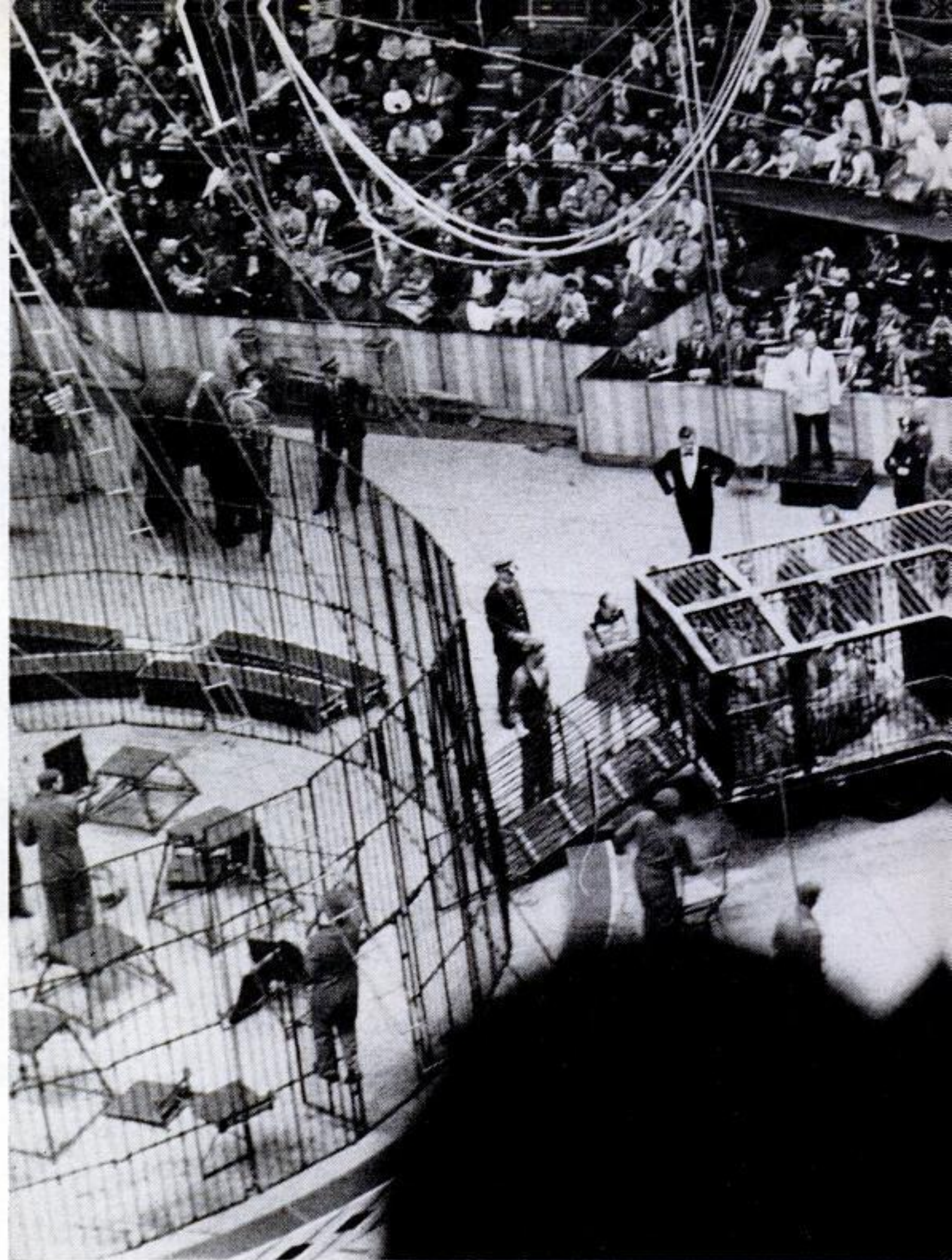
CONTINUED





**HIT BY PEDESTAL**, Rajah (left) and Ila slew around to face each other. The trainer separated them, and Ila, bleeding badly, dragged herself back to wagon.

**CATCHING UP WITH ILA**, Rajah mauls her once more in the wagon. He had darted past attendants who tried to keep him in cage until she was taken away.



**VICTOR'S GLARE** flashes from behind bars when 600-pound Rajah is at last returned to his own cage.

**VICTIM'S PELT**, with Trainer Bale standing before it, hangs on a wall in Madison Square Garden.





Why not "perk up" your house  
with a fresh, new color scheme?



More than  
a hundred  
colors to  
choose from

*That "just-painted" look is there to stay when you use*

**SUN-PROOF®**

AMERICA'S FINEST HOUSE PAINT

...the only house paint with  
fume-resistant pigments and Vitolized Oil®

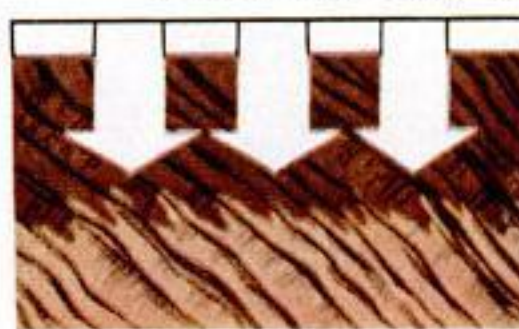


● SUN-PROOF is also available in durable, long-lasting Titanic Outside White, Special fume-resistant pigments protect it against smoky atmospheres and fuel fumes which

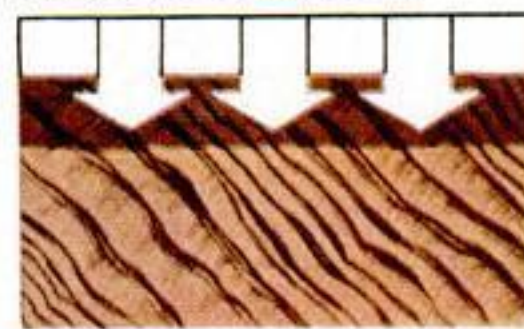
speedily discolor ordinary paint. SUN-PROOF is self-cleaning, too—dust and dirt are washed off with each rain, keeping the surface fresh and crisp throughout its life.

You add extra years of sparkling beauty to the life of your home, dollars to its value, when you paint it with SUN-PROOF. This famous house paint is made with fume-resistant pigments and special Vitolized Oil which controls penetration. That's why your home will keep its "just-painted" look years longer. And with SUN-PROOF's wide range of more than a hundred Maestro Colors to choose from, you can give it a completely new personality that is distinctively your own.

**Controlled Oil Penetration Makes  
SUN-PROOF Look Better Longer!**



● Much of the oil in ordinary paint soaks into the wood being painted. This leaves the paint coat starved and brittle—ready to crack and peel with severe weather changes.



● SUN-PROOF's Vitolized Oil is treated to control penetration. Only enough oil goes into the wood to insure a firm bond. The rest stays in the paint film to resist weather.

Featured on the Garry Moore Show—CBS-TV Friday Mornings

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ACTUAL SIZE

with handsome Plaid Pouch \$17<sup>50</sup>

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Newest member of the famous  
Schick family of fine electric shavers  
Lady Schick — Schick "25"



# Varsity

ELECTRIC SHAVER

## CUSTOM-BUILT FOR YOUNG MEN

**WORLD'S FIRST AND ONLY ELECTRIC SHAVER  
ESPECIALLY ENGINEERED AND DESIGNED FOR YOUNG MEN**

You're looking at a completely new . . . a completely different kind of electric shaver. The new Schick Varsity—specially designed for young men of today. Close shaves? The big, new Fast-Action Head removes every whisker right at the beard-base! Fast, comfortable shaves? The big, rugged Varsity has power to spare—breezes through your beard in nothing flat! And the price is right. New Schick Varsity, available in 4 handsome trim colors, only \$17.50. It's a wonderful gift. Ask your dealer about the satisfaction-guaranteed 14-day home trial. Schick Incorporated, Lancaster, Pa.

### **6 new features found only in the Schick Varsity**

**NEW! Big, Fast-Action Shaving Head**—Specially designed to handle every kind of beard and skin.

**NEW! Magna-Matic Motor**—Quiet power. No beard can slow it down. Maintains constant speed. With plenty of reserve power to shave the toughest beard.

**NEW! Handsome Styling**—Big, rugged, modern design—with distinctive gold and silver toned crest emblazoned on both sides.

**NEW! Handy Plaid Pouch**—Carries shaver, cord and cleaning brush. Good looking Scotch plaid designs with brass knobbed draw strings. Water proof lining.

**NEW! Snap-on Beard Catcher Whiskit**—With push button release. Makes cleaning a breeze. In red, blue, green, or charcoal.

**NEW! Stand-Up Design**—Stands firmly on its own base—anywhere!

# SCHICK

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Copr. 1957, Schick Incorporated

Don't miss "DRAGNET" NBC TV Thursday nights



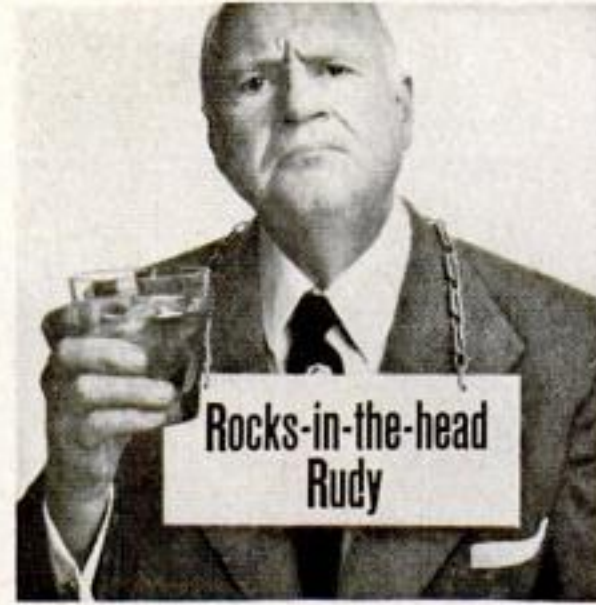
5 out of these 8 people are missing the best drinks of their lives...



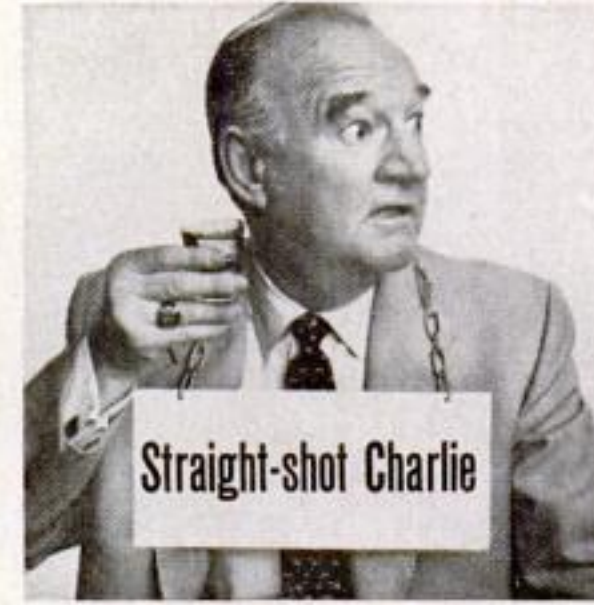
Spoils his drink with plain water from the cold-water faucet.



His drink is a fizzle because his cheap mixer doesn't have any fizz.



Still thinks "on the rocks" tastes as good as a sparkling highball.



Kids himself that "straight shots" are the really he-man way to drink.



Stuck in a rut with cocktail concoctions that can't match highballs.

but the other 3 enjoy highballs with the "Pin-Point Carbonation" of Canada Dry Ginger Ale or Club Soda because: **"taste better!" "sparkle longer!" "better for me!"\***



\*According to scientific research conducted at a leading university.

6 CANADA DRY MIXERS FOR EVERY TASTE: GINGER ALE • CLUB SODA • QUININE WATER (tonic mixer) • COLLINS MIXER • HI-SPOT LEMON • GRAPEFRUIT





**LOW-PRICED STYLES** in pointed toes from A. S. Beck chain are (*from left*): calf and patent (\$8.95), calf (\$8.95), dark calf (\$10.95), tweed and calf (\$12.95),

two-tone teardrop (\$12.95), patent (\$12.95), calf with bow (\$8.95), pebbled calf (\$12.95), patent (\$8.95), stripes (\$12.95), patent (\$8.95), pale calf (\$14.95)

## America Gets the Point

### EXPENSIVE SHOE FAD BECOMES A CHEAPER STAPLE

In only a few months the pump with the pointed toe (*LIFE*, Jan. 21) has progressed from an expensive fad into an established fashion. By outmoding existing blunt-in-front styles, the radically tapered pump is making U.S. women as conscious of their shoes this spring as they are of their hemlines. American shoe manufacturers are busily turning out variations on the style and one large group of stores reports

that 10% of its inventory is now in spike-toe shoes (*above*). Although the original extreme version cost \$40, copies are now selling for as little as \$5.99.

Wearers of the pointed shoes have found, as *LIFE*'s X-ray photograph showed (*left*), that the shoe does not cramp the toes. However pointed toes and the accompanying skinny heels expose wearers to unexpected perils (*next page*).



ORIGINAL STORY IN *LIFE* GAVE X-RAY LOOK AT FOOT IN POINTED SHOE



# I don't want to be a King



...I just want to feel like one!

You can, with KINGS MEN After Shave Lotion. KINGS MEN is far more soothing... cooler, more refreshing. Makes you feel great. Since a bottle lasts so long, why put up with less than the best? Get KINGS MEN right away. Known everywhere as the world's finest!



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## POINTED SHOES CONTINUED



**HOLES** in manhole covers are a heel hazard on most streets. In Miami a woman who sank into a perforated manhole cover, fell down and sued. City now has appropriated \$12,500 to make holes smaller.

**CRACKS** like these in a park path create a double danger. The shoe's pointed toe can catch in cracks and so can the little heels. Extension in the front of pointed shoes slows up wearer's walking speed.



**GROOVES** in steps of escalators are another trap for narrow heels, force some wearers to ride on tiptoe or take an elevator. Older escalators in which grooves are farther apart are even more precarious.






Mr. and Mrs. Eddie Fisher (she's Debbie Reynolds) as photographed in their Beverly Hills home by Mead-Maddick

## Read the telegram Eddie and Debbie are sending for Mother's Day

**This is the telegram** that Eddie and Debbie are sending to their mothers for May 12th: *Hi, Mom: Love and kisses from both of us for an extra special gal on Mother's Day—Eddie and Debbie.* "Mother's Day greetings seem to mean more when you send them by wire," says Eddie Fisher. His lovely wife, Debbie Reynolds adds: "I think I know why, Eddie. Greetings by wire are—well, so *personal* . . . to say nothing of the lovely decorations on the envelope and the blank!"

Eddie Fisher, RCA Victor recording artist, stars on "Coke-Time," NBC radio. MGM star Debbie Reynolds is currently appearing in U-I's "Tammy." They are co-starred in RKO's "Bundle of Joy."



*Mother's Day*

*Greeting*

YOU'LL WANT TO

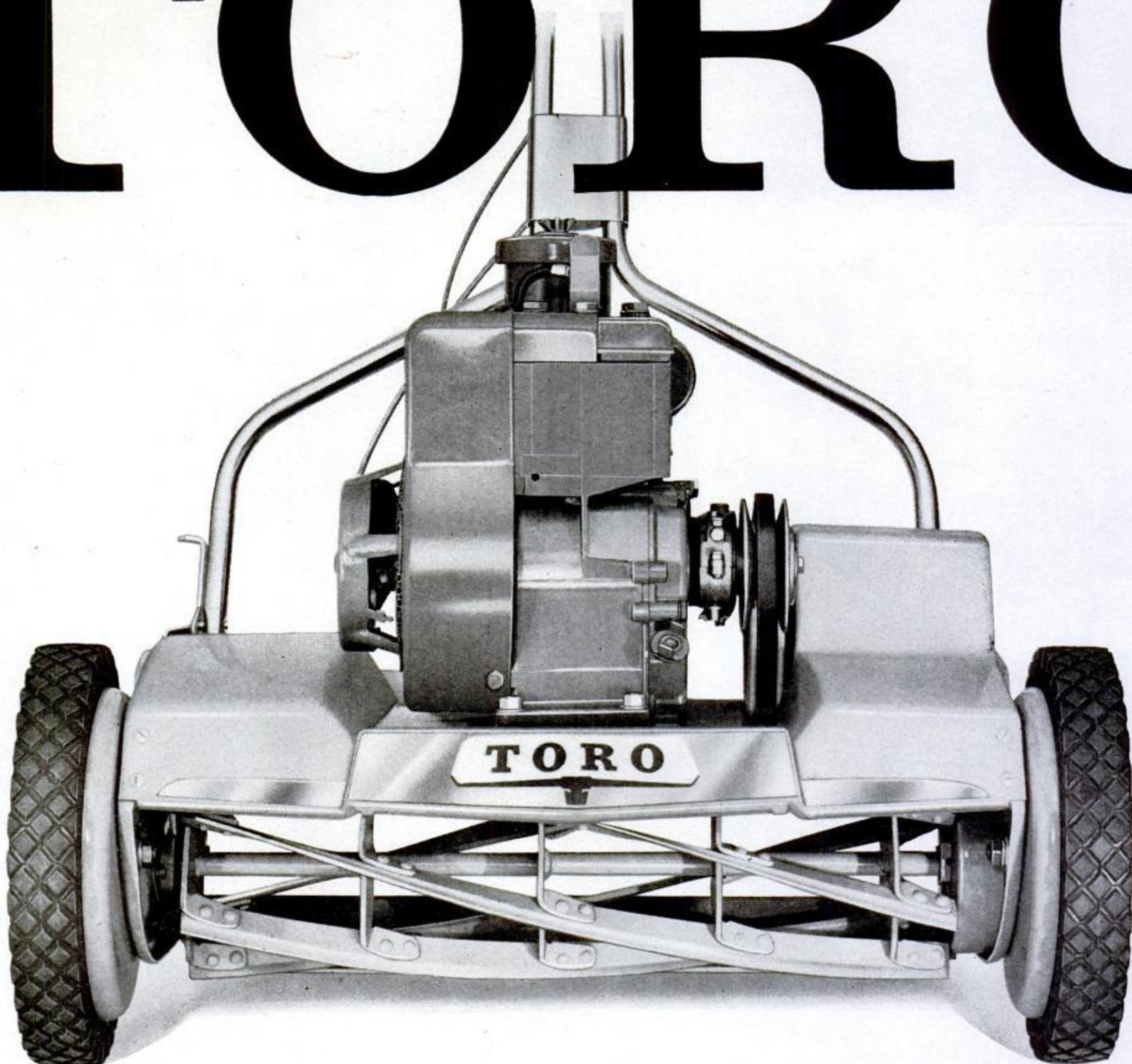
WIRE GREETINGS TO

YOUR MOTHER, TOO!

BY WESTERN UNION



# TORO



*\$139<sup>95</sup>\*... the best you can buy*

This Toro Sportlawn 20 takes a trick from the specialized mower Toro builds for golf-course putting greens: it has more blades on its reel than the average home power mower—*six*, instead of the usual five.

That means it does more cutting without any extra effort on your part (it's the ideal mower for fine lawns and bent grass, too). Your lawn looks like you'd cut it twice for good measure.

And that's not all. You don't need a trunkful of tools to change the cutting height. An exclusive Toro mechanism makes adjustment easy—from ¼-in. to 2½-in.

It's loaded with plus features, this self-propelled Toro Sportlawn 20. A rugged chain drive. Double-riveted reel spiders. A super-quiet "low-tone" muffler on the engine. A "stowaway" handle that locks upright for storage. Optional electric starting. You name it—this Toro's got it.

Remember, too, the Toro Sportlawn is backed by the Toro parts and service system—factory-trained servicemen, and parts warehouses from coast to coast. No wonder this is the best reel mower you can buy! \*Prices slightly higher in Canada, subject to change.

## TORO

### WIN A TRIP TO PARIS via TWA

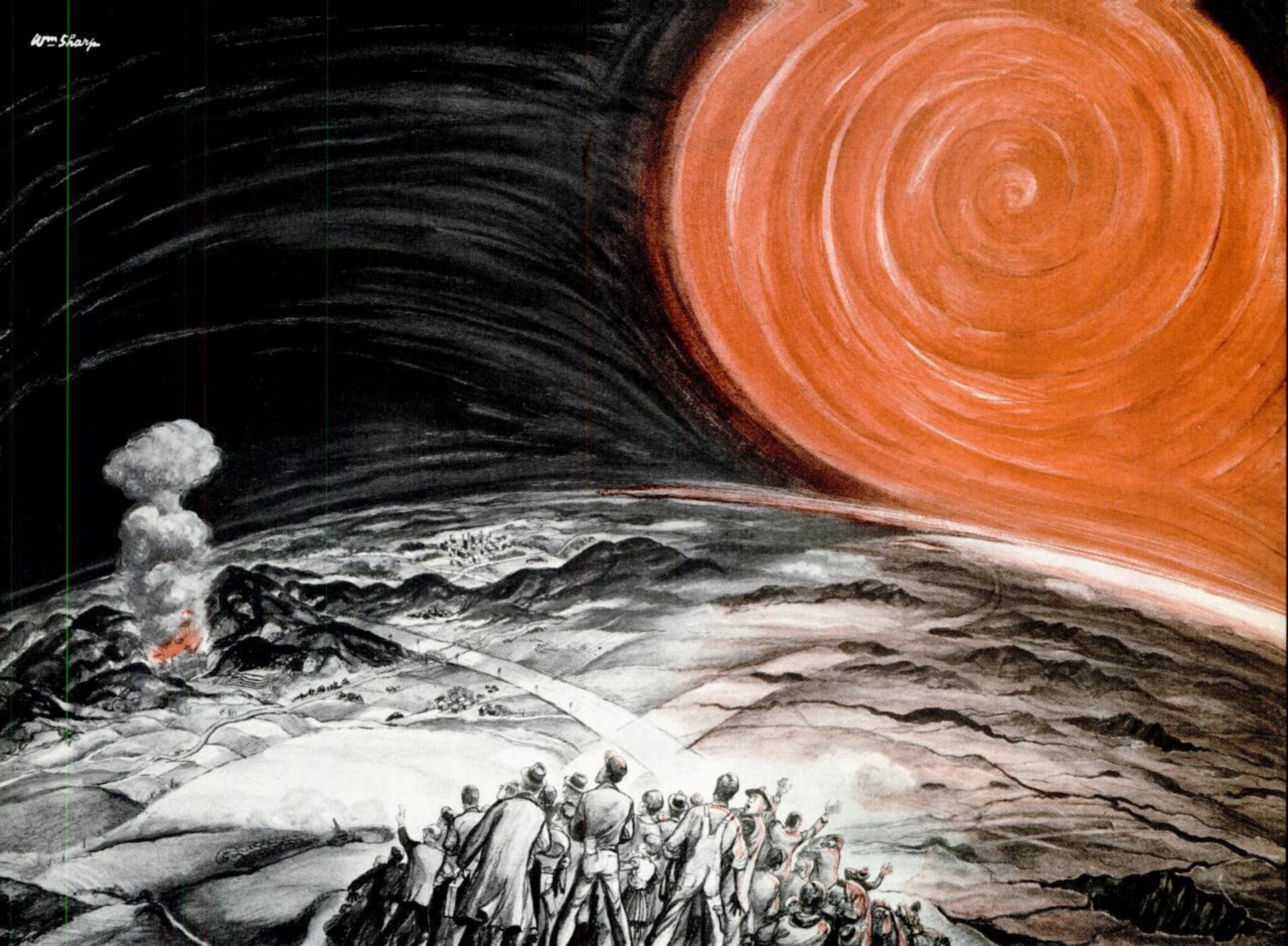


**TAG A TORO** at your Toro dealer's. Tie half the official registration tag on the Toro of your choice: a Toro Power Handle combination, a Toro Sportlawn reel mower or a Toro Whirlwind 18-inch rotary. Drop the other half in the entry box. When the drawing is held, you could win one of 200 Toro machines—or one of two all-expense trips to Paris for two! Fly the finest, luxurious TWA Super-G Constellation. All expenses paid for a week! Register soon!



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THE GREAT ALTERNATIVES that confront U.S. and American people, as author sees them, are either to rely entirely on huge force of H-bomb (*right*) as

deterrent to major war, or to prepare for minor wars as well by making small nuclear weapons (*left*) which can hit specific targets and limit area of devastation.

# RELIANCE ON H-BOMB AND ITS DANGERS

AEC official argues for smaller nuclear arms to avoid 'slow defeat'

by THOMAS E. MURRAY

THE recent British White Paper on Defense dramatically thrust into the forum of public argument the central issue of our times—the military uses of nuclear energy. It also defined the major focus of argument in this sentence: "The free world is today mainly dependent for its protection upon the nuclear capacity of the U.S."

Will the U.S. be strong enough to assume the staggering burden thus quietly imposed upon it? Are we moving, with sufficient sureness and speed, toward the development of a nuclear capacity that will be adequate in all respects for the protection of the free world? These are the grave questions that have now been opened to public discussion. I shall argue that the structure of our defense policies needs revision if we are to discharge successfully the full range of military responsibilities that we now bear.

The protection of the free world absolutely demands that two dangers be avoided. One danger is the so-called "war of survival," waged

with the immense new thermonuclear weapons. It is altogether possible, as I shall explain, that no nation would survive such a war. In order to avoid this danger the U.S. has hitherto laid heavy emphasis on the production of megaton bombs. The hope has been that this air-nuclear-retaliatory capacity will deter an enemy attack massive enough to launch us into a "war of survival."

However, this heavy emphasis on megaton bombs has itself created the second danger, namely, the possibility of piecemeal defeat at the hands of international Communism. We know that the enemy has made hydrogen bombs. We must suppose he has a megaton stockpile. The umbrella of a nuclear stalemate has been raised over the earth. For all we know, the enemy may have assisted in raising the umbrella precisely in order to provide a cover for a program of cautious aggression. In any case, we can be sure that in the perilous safety of its shade he will continue to act according to his nature, as a criminal



Dirt farmer or "back-yard Burbank"  
...both wear

**BIG YANK**



**WEEKENDERS-TAILORED MATCHED SETS**

No need to look "seedy" even if you work with dirt. Big Yank suits you right for any vocation or avocation. Here's a "neat look" with a cut for action, comfort and safety. Strong Sanforized cotton twill in six vat-dyed colors. Get several sets at your work clothing or department store. Pants about \$3.95, shirts about \$2.95.

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SOUND tonight!...**

If you have trouble getting to sleep, discovery of safe New Formula SLEEP-EZE tablets with SP-8 can be a blessing to you. This new miracle tablet brings sleep quickly, safely and lets you sleep without nervous tossing, turning. You awaken rested, refreshed, feeling like a million dollars. SLEEP-EZE, with SP-8, three times as effective, contains no barbiturates or other habit-forming drugs—so safe you can buy it at any drug counter without prescription. Double your money back if not delighted. For TRIAL size SLEEP-EZE, send 10c to Sleep-Eze Co., Long Beach 13, Calif.

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**Dr. Scholl's  
FOOT POWDER**



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FOR CLOGGED SEWERS & STOPPED-UP DRAINS**

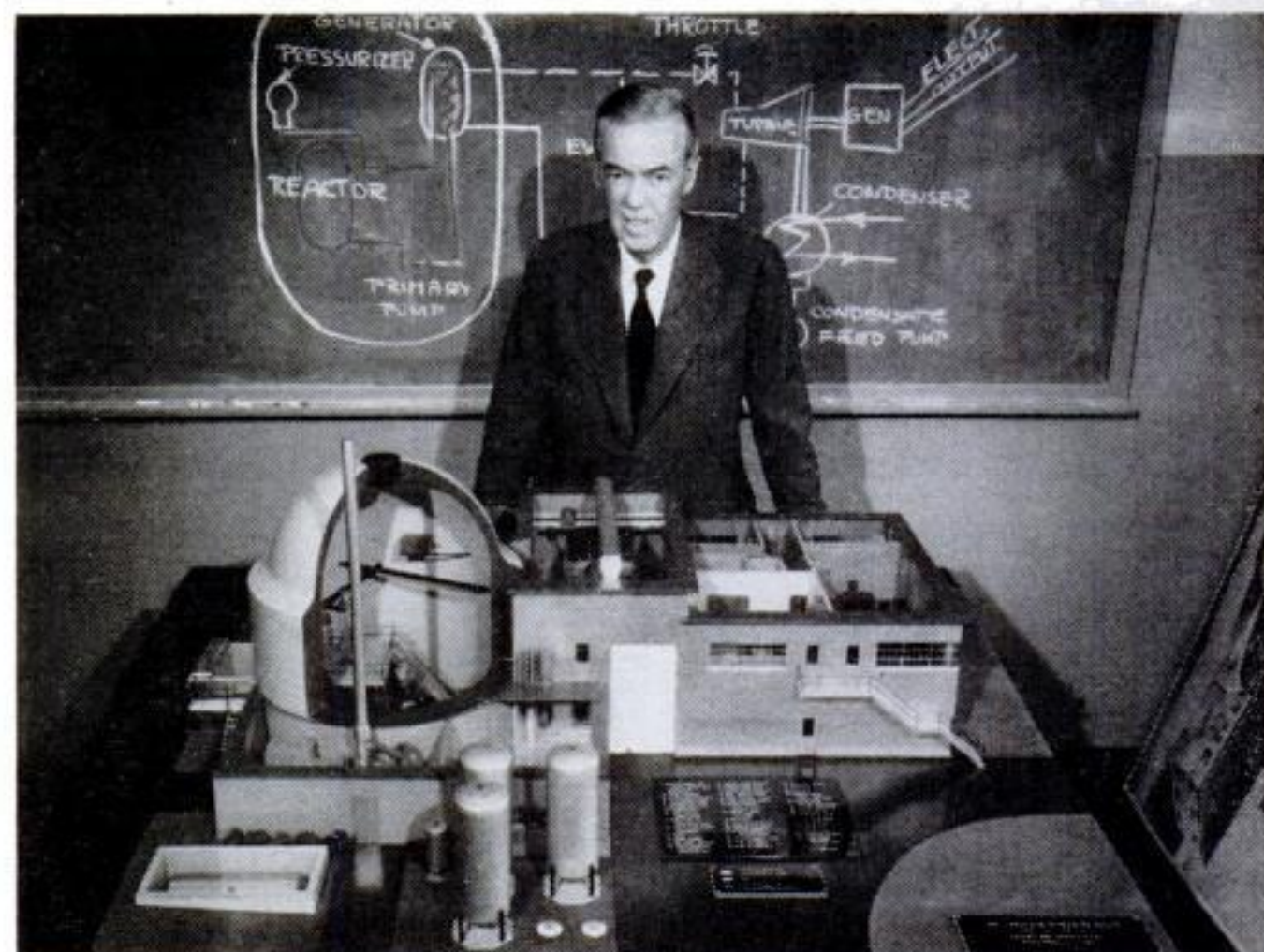


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**THE AUTHOR**

Atomic Energy Commissioner Thomas E. Murray, shown above with a nuclear reactor model, is a distinguished financier and electrical engineer who holds some 200 patents on his inventions. Before his appointment in 1950 he served as an executive in banking, transit, public utilities and manufacturing firms.

**NUCLEAR ARMS PLAN** CONTINUED

outlaw. It is not likely that his outlawry will be so outrageous as to pull down the umbrella upon himself and upon us in a common ruin. But there will be "minor" outrages, as there have been. Since megaton bombs are designed only for desperate uses, the danger is that in moments of "minor" outrage our only recourse will be to moral indignation.

That is to say, we shall be defeated, on each successive occasion when a "minor" aggression occurs, as in Hungary. Moral indignation is no substitute for the ability to protect by force the decencies of human life. Whatever the value of the big umbrella, we urgently need to have that decent, nicely calculated measure of nuclear force, valid as a threat and valid in use, which will deter or halt the "minor" aggressions of an enemy who in the ultimate instance will yield to no other suasion than force.

Sudden destruction or slow defeat—both of these alternatives must be ruled out with all the certainty that human prudence can achieve. The ruin of the physical fabric of civilization is too awesome a prospect to contemplate. Even more intolerable is the prospect of enforced submission to the injustice of creeping Communist domination. The problem is to find the path of policy that will lead us between these dreadful alternatives.

The presently prevailing policy of emphasis on megaton weapons may have saved us from sudden destruction—so far. But if we are to avoid the risk of slow defeat, we now need a new policy of emphasis on small nuclear weapons. The urgent demand of the moment is for a program of rational nuclear armament. I have been using this phrase to describe a structure of policies that will result in a stockpile that exhibits a properly adjusted balance between large and small nuclear weapons—all manufactured with an eye to their military usefulness, as these are calculated in the light of Communist military intentions.

**A path to 'peace with justice'**

ADMITTEDLY, perils lurk on both sides of the path of military and moral reason to which I am pointing. Nonetheless, though the path is lined with perils, at least it is not headed straight for them. It can lead us to that measure of military security that may legitimately be hoped for in a world where total security has become a vain dream. Moreover, it can also lead us toward the moral goal described by President Eisenhower in his Second Inaugural—"the building of a peace with justice in a world where moral law prevails."

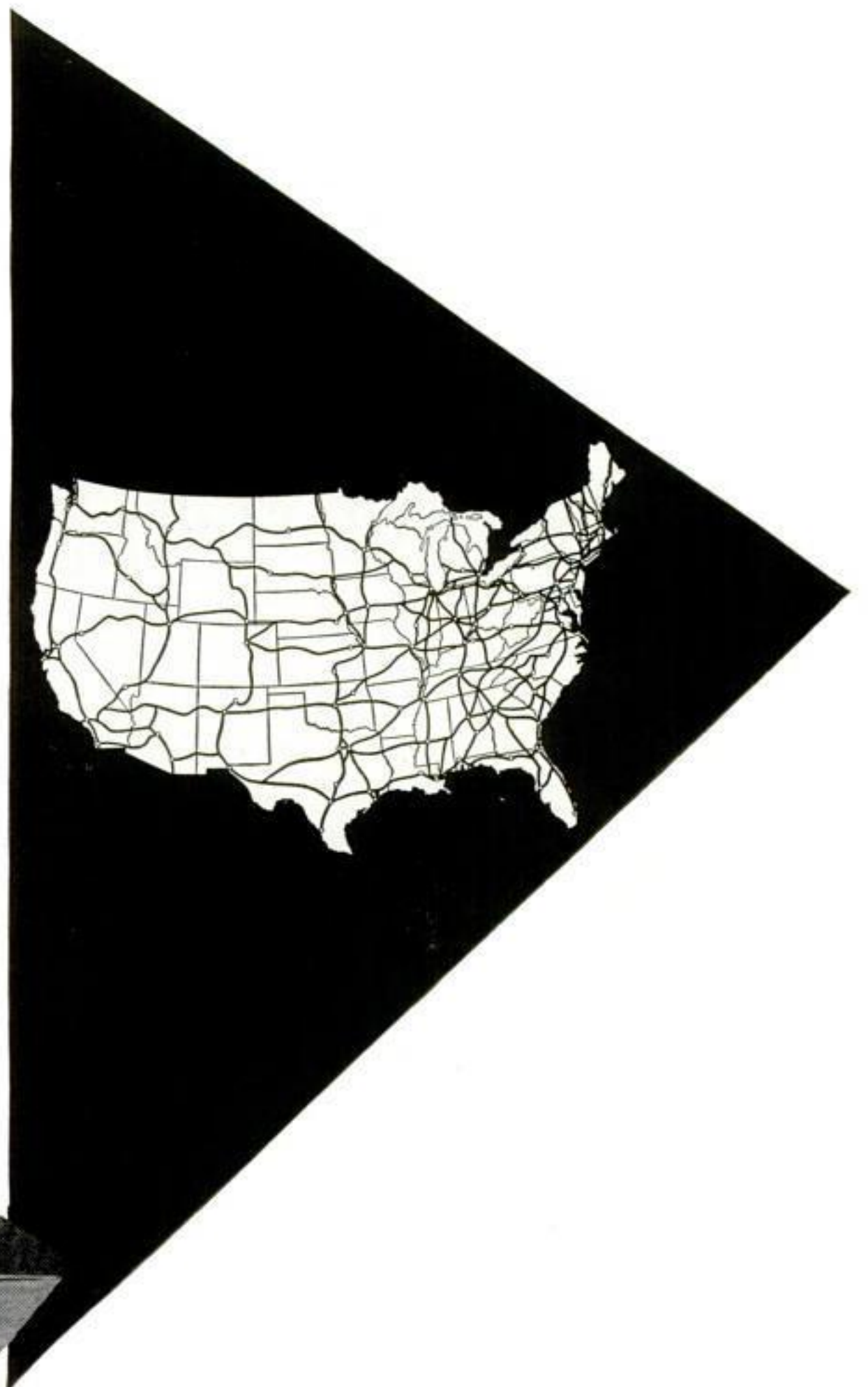
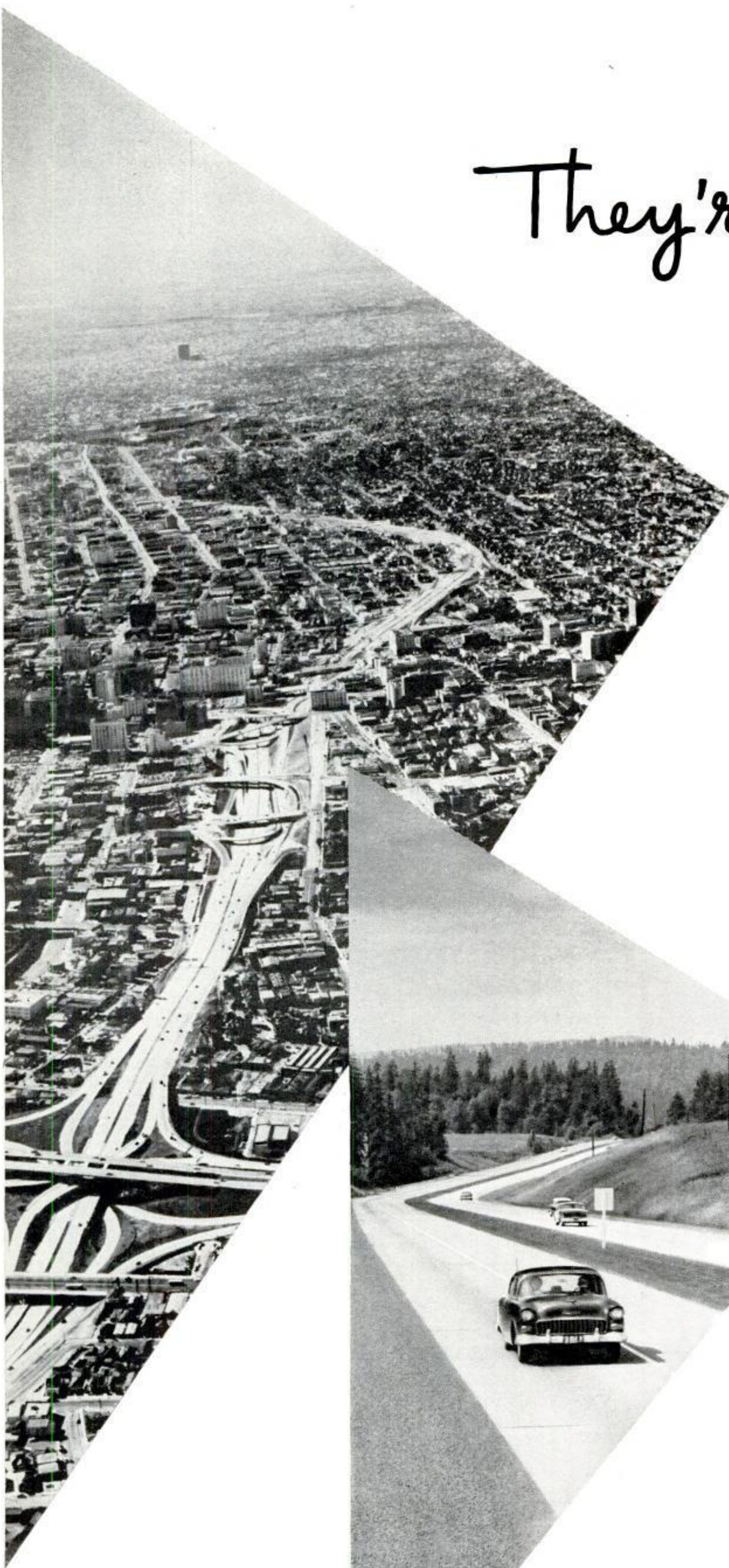
Four factors have hitherto diverted us from the path of rational nuclear armament.

The first factor was technological. In the whole course of World War II the Allied air forces let loose upon the enemy 1.5 million tons (one and a half megatons) of explosives. After the experiment at Eniwetok in November 1952, we had the secret of a weapon whose explosive force surpassed by many times the total World

CONTINUED



# They're on the way—



## **Modern Freeways FOR A GREATER AMERICA**

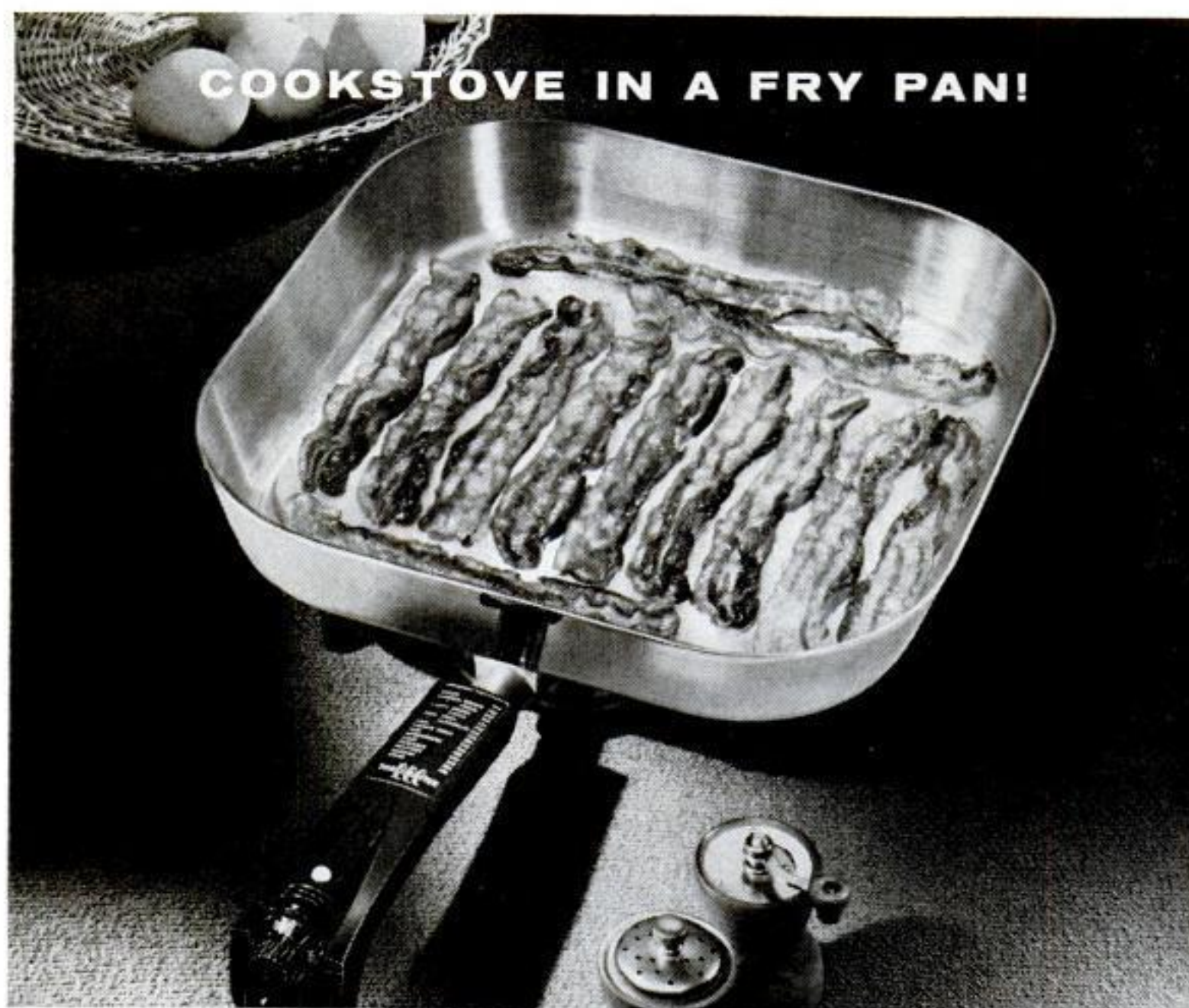
Concrete is already being placed on many sections of the National System of Interstate and Defense Highways authorized by Congress last summer. By 1972 the entire 41,000 miles will sweep from coast to coast in and out of (and around) all our great cities. Suburbanites as well as transcontinental travelers, trucks and military vehicles will move swiftly and safely on multi-lane, controlled access highways separated by wide median strips. There will be gentle grades, wide curves, no stoplights. Modern engineering plus smooth-riding concrete pavement will save lives, save time and save money—and help build a greater America.

**PORTLAND CEMENT ASSOCIATION**

**33 West Grand Avenue, Chicago 10, Illinois**

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work





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- No watching—heat selected never varies. Automatically controlled.
- Every dish deliciously right, every time.
- Cook right at the table—serve piping hot from the pan.
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- Immerse in dishwater for easy cleaning, as with any pot or pan.
- Signal light tells when pan is ready.
- High, sloping side walls make foods easier to handle and serve.
- Cooking chart on handle—17 tested settings. Temperatures, 160° to 420°.

Two sizes, 11" \$19.95; 12" \$24.95; matching domed aluminum cover—\$3.25; \$4.25

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ZUD is sold at Grocers, Hardware, Dept., 10c Stores

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Write for Free Trial Size Include 10c for handling.

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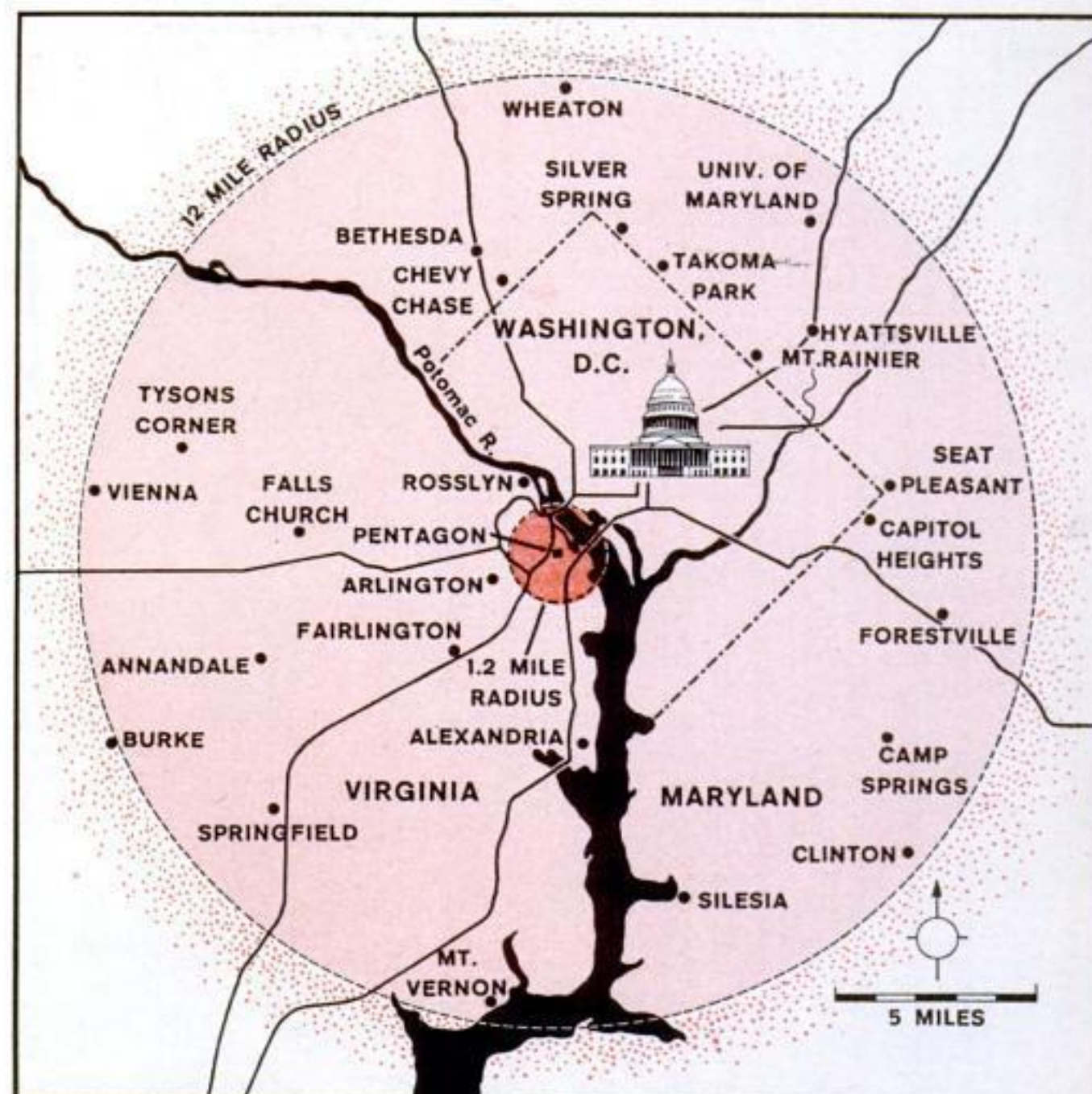
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**DAMAGE COMPARISON** between hydrogen bomb and a tactical atomic weapon is shown in diagram using Washington, D.C. as example. Effort to knock out Pentagon building (center) with big H-bomb would destroy capital and much of surrounding region—and radioactive fallout (stippled area outside circle) would carry danger still farther. But small A-bomb dropped on same spot would limit destruction to general target area (dark inner circle).

## NUCLEAR ARMS PLAN CONTINUED

War II megatonnage. Weapons technology had hit upon an "open end." The realization was quickly reached that there are no necessary practical limits to the megaton-size of H-bombs.

As an engineer, I understand the seduction exerted by a technological "open end." It is the instinct of technology to exploit the maximum possibilities of every discovery. Weapons technology could not have been expected to control its own instinct; the control should have been imposed on it by military policy, which judges the usefulness of weapons.

But here the second factor entered. Weapons technology seemed now to have fulfilled the military planner's perennial dream of the irresistible weapon. In particular, the H-bomb seemed to be the ideal weapon with which to justify the doctrine of strategic air attack and thus to furnish warrant for the dominance of the air arm. So it happened that military policy, under the spell of its own dream, fell captive to the technology that seemed to have realized it.

The captivity was reinforced by the third factor—the impact of world events. For instance, Korea made real the threat of Communist world-domination; and it raised the specter of a general war. In response, America had to be made "strong." However, it was not a question of acquiring limited strength for limited wars. Korea created a popular revulsion against the very idea of limited war. A kind of abstract strength was wanted—the kind of "absolute" strength that would match the "supreme" threat of world domination. This abstract strength could now be given very concrete definition in terms of the H-bomb. Further emphasis was thus laid on the production of these "absolute" weapons.

The fourth factor furnished the final emphasis—the powerful factor of costs. The general public is likely to assume that a "big" bomb must cost more than a "small" bomb. Moreover, given the plentiful supply of uranium ore out of which bombs are made, the popular assumption might be that we have by this time manufactured a complete collection of nuclear weapons, adapted to all possible uses—big weapons, and small ones, and middle-sized ones, all stocked and shining on the shelves.

The matter is not so simple. The cost of weapons involves not only money and materials but also a factor called "efficiency" in the use of materials. There is no lack of uranium ore; but there is only a limited number of the plants in which the ore is processed into fissionable materials. Our existent industrial complex for this purpose represents roughly a capital investment of \$6.7 billion. In consequence we have only a limited amount of weapons-making material. Here the factor of "efficiency" enters.

CONTINUED



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*gives you the look you like...coolness and comfort in handsome new fabrics*

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today. You'll find a wonderful array of new fabric variations—everything from new color blendings to new surface weaves. Every model bears the imprint of the "Palm Beach" famous-fit tailoring—the exclusive *contour-cut* collar, incidentally, is so good that its design is a patented secret. "Palm Beach" suits start at \$39.95. "Palm Beach" separates are comparably low in price. Prices slightly higher in the Far West.



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# How to know and control all these common insects:



*Cabbage Looper*

**WORMS** Cabbage looper chews cole crops. The similar *cabbage worm* hatches from eggs laid by little white butterfly. Malathion kills both. Leaf miners, caterpillars, too. Protect all vegetables with regular malathion sprays. Many brands also come in handy dust gun.



*Gladiolus Thrips*

**THRIPS** Tiny. They hide between, whiten and deform petals. Several species damage roses, many other ornamentals and vegetables. Malathion kills thrips, protects all flowers from all major pests. All leading manufacturers offer malathion insecticides.



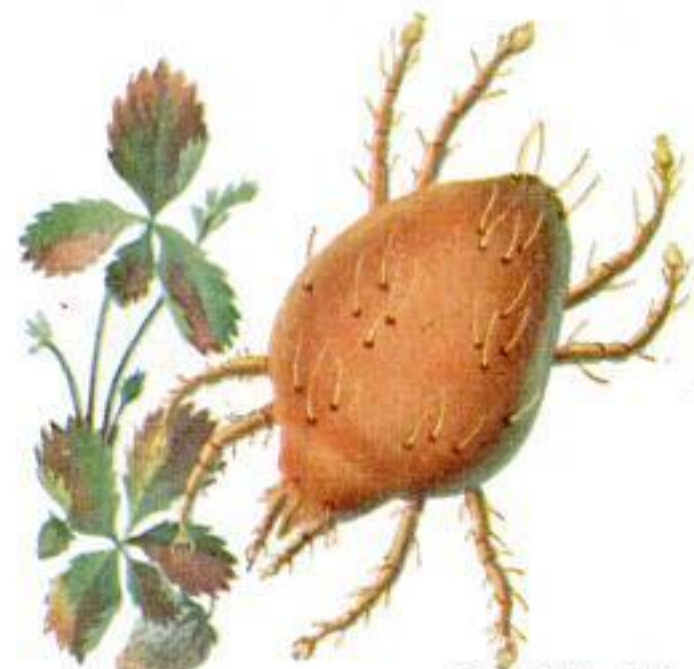
*Japanese Beetle*

**BETTER** Japanese beetle winters as grub under lawn, ruins ornamentals during summer. Many kinds of beetles chew up flowers, vegetables, fruits. To control all major pests—beetles, aphids, mites, mealybugs, etc., use malathion regularly in any sprayer or duster.



*Aphid*

**APHIDS** (Plant lice) Probably the most common garden pest. They're soft-bodied, occur in many species, many colors, with and without wings. They deform buds, "cup" leaves, exude sticky "honeydew". Aphids build up fast, so use malathion promptly.



*Red Spider Mite*

**MITES** Tiny members of the spider family, they have eight legs instead of six. To find mites, look closely under leaves. Various species attack most plants, "bronze" foliage. The U.S. Dept. of Agriculture has OK'd malathion for use against 80 destructive pests.



*Codling Moth*

**FRUIT WORMS** Eggs laid by codling moth on fruits hatch into tunneling worms. Malathion protects tree and small fruits from fruit worms, scales, leaf rollers, aphids, mites, etc. Farmers have used thousands of tons to grow the quality produce you select at market.



*Leafhopper*

**LEAFHOPPERS** Many species of this lively pest cause yellow spots, "burned" areas on foliage and blooms. They spring away when disturbed. Attack practically everything. Whatever you grow, malathion will solve the insect problems you're likely to encounter!



*Oyster Shell Scale*

**SCALES** Barnacle-like, scales pick spot, dig in to stay. They disfigure fruit, leaves, limbs, feed on plant juices. Various scales attack ornamentals, fruits, and shade trees. Their natural armor makes them hard to control—except with malathion. Spray thoroughly.



*Mosquito*

**NIGHT FLYING INSECTS** Authorities are spraying whole towns with malathion to eliminate mosquitoes, including DDT-resistant strains. All you need do is spray patio or porch, nearby lawn and bushes. You'll also control moths, leafhoppers, other pesky nightfliers.



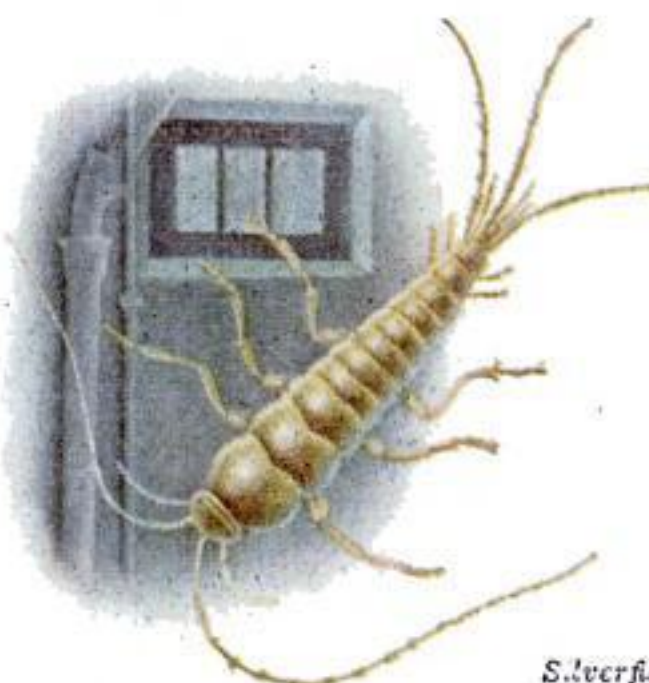
*Housefly*

**FLIES** Malathion is by far the most effective fly killer you can use around your home. One application actually keeps killing flies 2 to 4 weeks, including DDT-resistant strains! Spray barbecue area, patio, garbage containers—wherever flies congregate and breed.



*Flea*

**INSECTS ON PETS** Malathion in sprays or dusts kills these savage biters, keeps your pets happy. Treat both animal and its quarters to prevent reinfestation. Use any garden-type sprayer or duster. If animal runs free, retreatment now and then may be necessary.



*Silverfish*

**INDOOR PESTS** Silverfish eats wallpaper, book bindings, laundry starch, hides in warm dark places. Paint malathion on baseboards and floor around kitchen, laundryroom, basement. Keeps killing for weeks. Controls ants, roaches, earwigs, other unfriendly visitors.

One insecticide protects your whole garden  
... kills flies, mosquitoes, indoor pests, too!

## MALATHION

**PUTS THE KILL IN MANY BRAND NAME INSECTICIDES ...** Solves the problem of what to use against which insect. Check the label for the name MALATHION. American Cyanamid Company, 30 Rockefeller Plaza, New York 20, N. Y.

**CYANAMID**

LOOK FOR MALATHION ON THE LABEL OF EMULSIONS

DUST GUNS

PLASTIC SQUEEZE BOTTLES







CONVENTIONAL BOMBS FAILED to knock out enemy bridge in Korea, left only craters of misses. Small nuclear bomb would assure destruction.

## NUCLEAR ARMS PLAN CONTINUED

A given quantity of material can be utilized in such a way as to produce a very large explosion. The same quantity of material can also be used in another way, to produce a smaller explosion. If the "efficiency" of a weapon is to be measured in terms of the ratio between the quantity of fissionable material used and the explosive results obtained, it is obvious that the small weapon is less "efficient" than the big one. Consequently, the small weapon is also proportionately more costly, in terms both of material and of dollars.

These four factors, therefore—the technological open end, the dream of the irresistible strategic weapon, the desire for abstract strength, and the factor of costs—have hitherto combined together to weight the scales of policy heavily in favor of the big cheap bomb.

What has been the military value of this emphasis? What military uses are served by these huge weapons, and by the possession of quantities of them? Are there limits to their usefulness? Are there consequently limits to the military value of a constantly enlarging stockpile of them? These are the next questions.

The multimegaton H-bomb was born in a vacuum of military strategy. No one had antecedently determined its uses. After the event the vacuum was filled with confusion. The confusion is not surprising. The multimegaton bomb fits badly, if at all, the standards of military usefulness hitherto accepted. It is by nature a weapon of mass destruction. If you except certain special targets, such as a fleet at sea, it will perform least efficiently against classical military objectives—troops in the field or in reserve, aircraft aloft, supplies, communications. It will destroy airfields, at the price of slaughtering the civilian population in the area. It will be altogether "efficient" in annihilating beyond repair the industrial and human potential of great cities. But this terrible "efficiency" is linked to no reasonable military usefulness. Most theorists today agree that the destruction of industrial potential would make little, if any, sense in a multimegaton war, which would be a war of sudden catastrophe, not of slow attrition.

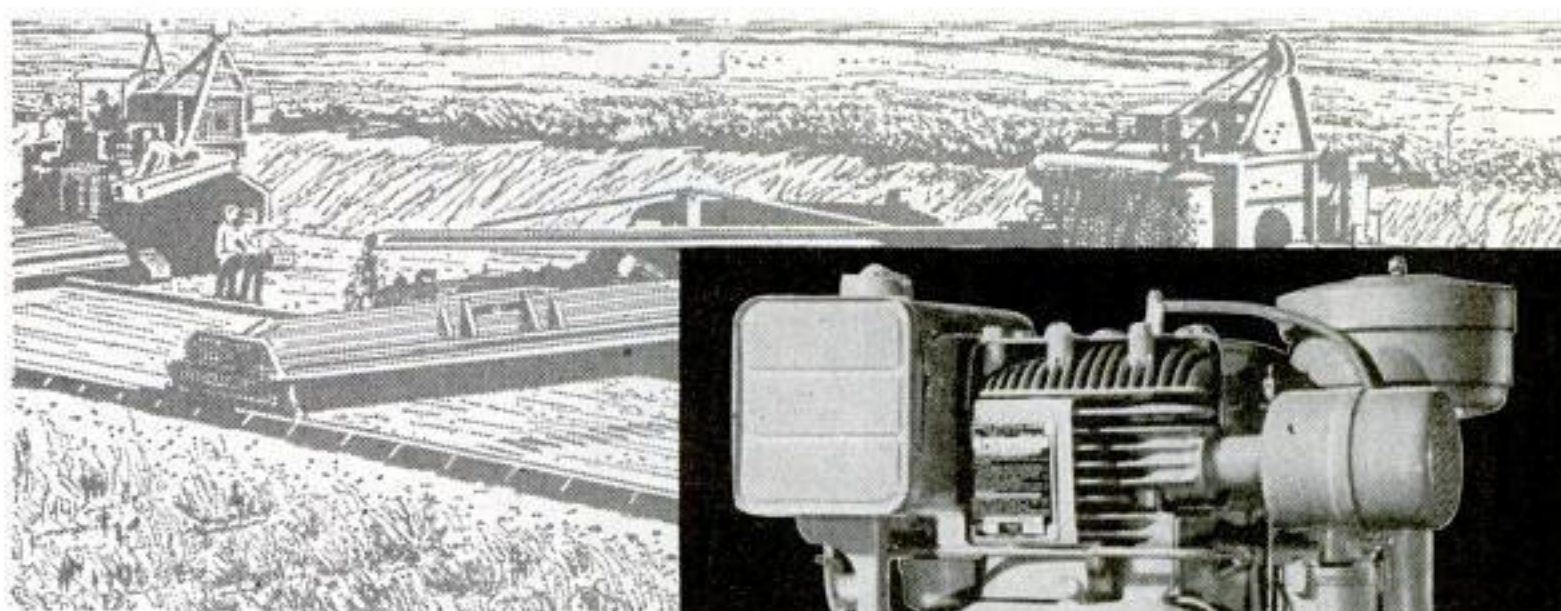
### If 'deterrence' should fail

THE multimegaton weapon therefore had to create its own strategy. It is the old strategy of deterrence and retaliation; but now this strategy has all the newness of the new kind of weapon that gives it military substance. The military value of the strategy lies in the intrinsic link between deterrence and retaliation. "These weapons will either deter you or smash you"—so runs the reasoning. If there is any doubt about the intention of pursuing the second alternative if the first fails, the reasoning trails off thus:

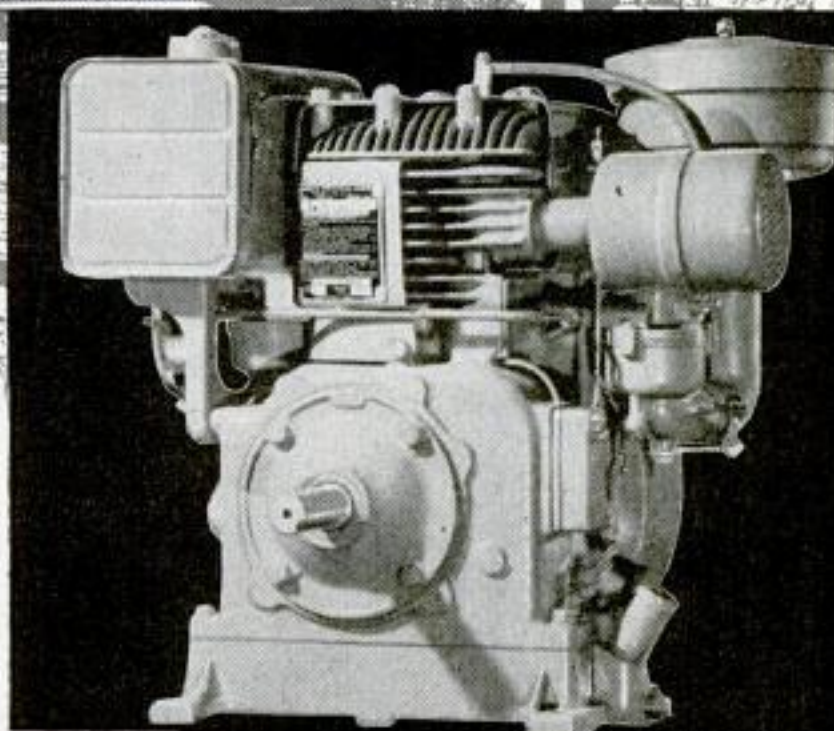
"These weapons will deter you—I hope; if not, you win." But this is the classic formula for a bluff.

America certainly does not wish to rest its national security on a bluff. Therefore the complementary concepts of deterrence and retaliation are a strategy for war. They cannot simply be accounted a strategy for preventing war. The multimegaton weapons in our

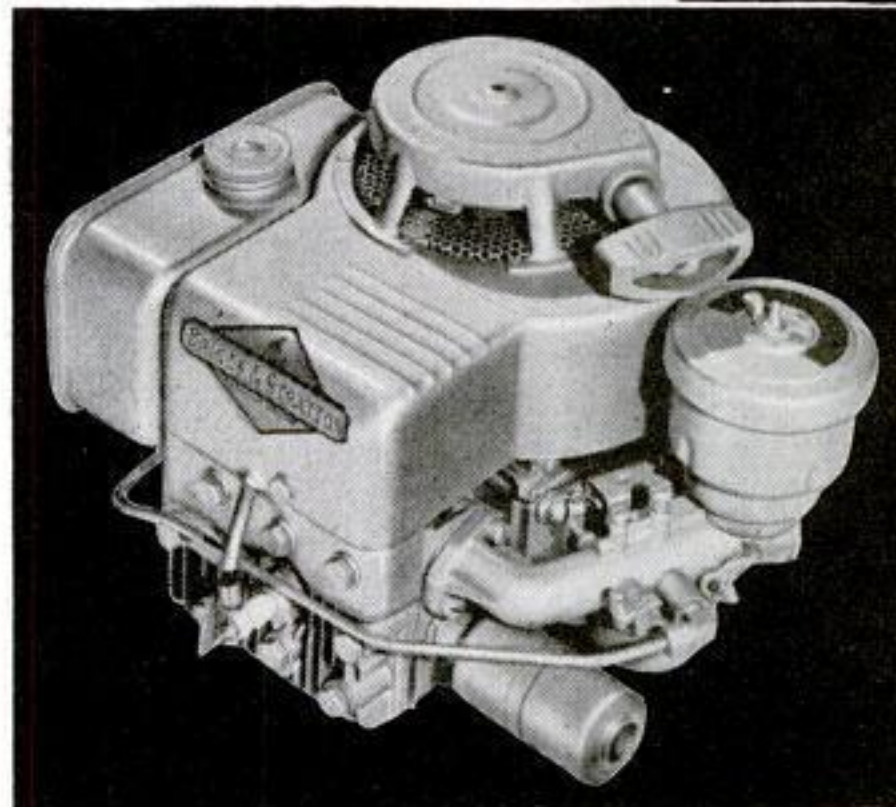
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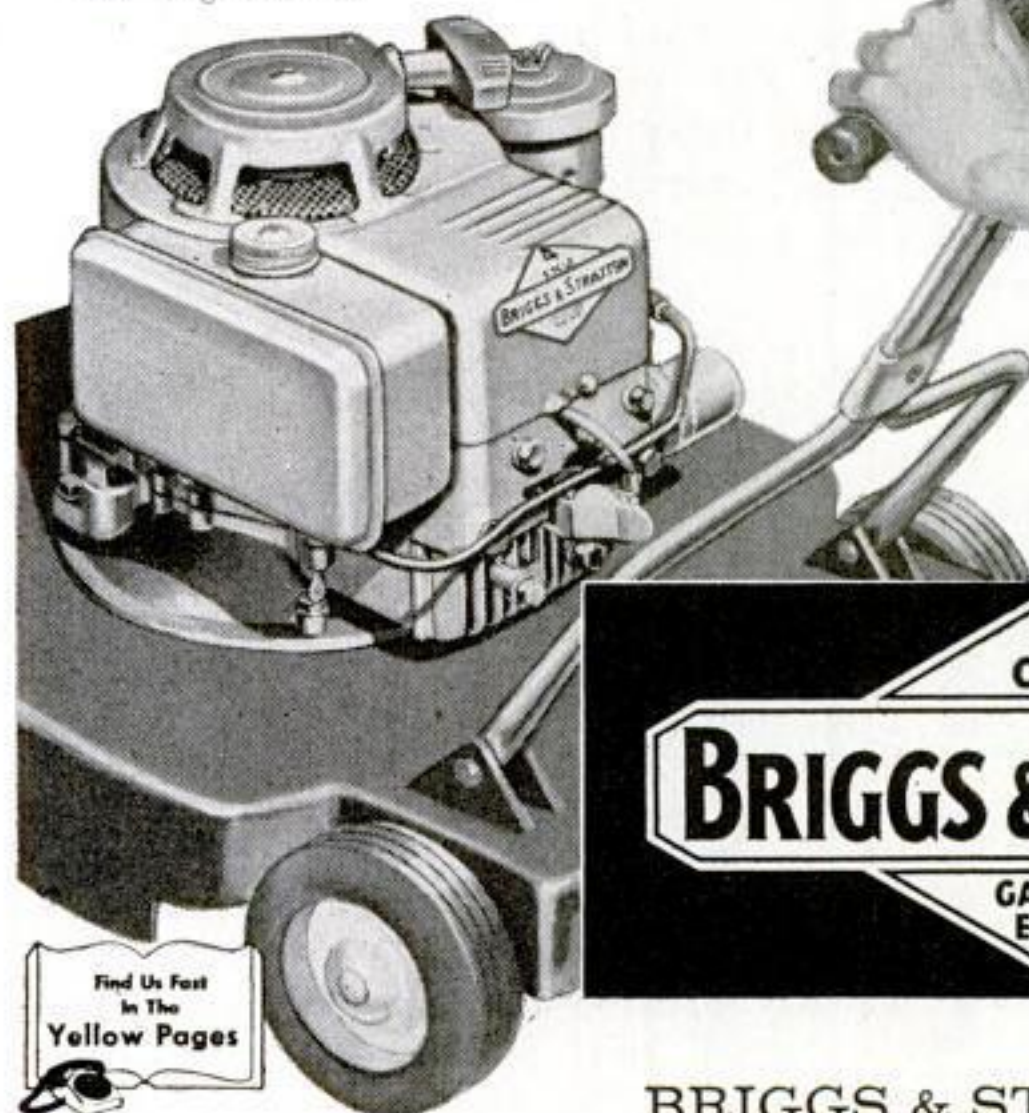


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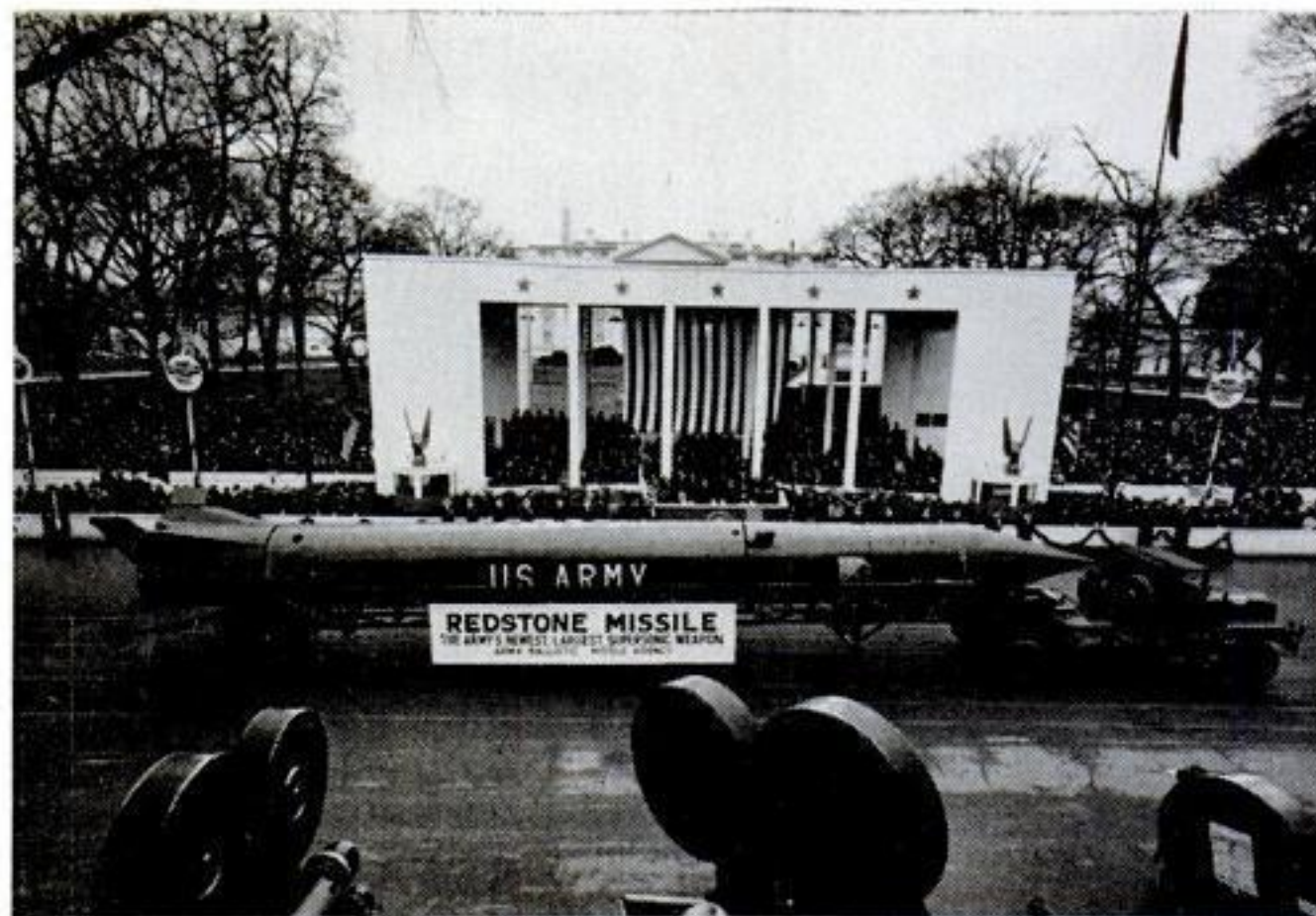
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**200-MILE MISSILE**, the Army's Redstone, here in the inaugural parade, is a tactical nuclear weapon now in production for field use by the Army.

### NUCLEAR ARMS PLAN CONTINUED

arsenal are designed for use. Has anyone defined the conditions of necessity under which they will come into use? I do not know. However, to pursue the argument about their usefulness, I shall assume that the conditions are one day fulfilled. Nuclear deterrence has failed. The Strategic Air Command is unleashed. It represents retaliation by multimegaton weapons, used in quantities, directed at the destruction of the enemy. We are precipitated into the "war of survival."

That is to say, we are hurled into the midst of absurdity. In the whole doctrine and history of war in the civilized world it is a first principle that "survival" should never be made the issue in war. Whenever the principle has been violated (in World Wars I and II) the result has been the climactic disaster of war, namely, the failure of war to achieve its political and moral ends, which are peace with justice. In the air-nuclear age this ancient principle has acquired all the evidence of an axiom. To put the question, who will survive, we or they, to the arbitrament of full-scale nuclear warfare is to decide that nobody shall survive, neither we nor they.

It might be that the belligerents could survive the almost immeasurable physical destruction and colossal loss of life immediately resultant from the blast and fire effects of great thermonuclear weapons used in quantities. It might even be that some of them could survive the effects of what is called external radiation (the immediate radiation from one multimegaton bomb alone will expose the population in approximately 7,000 square miles of territory to dangerous levels of external radiation). But under the conditions of unimaginable horror created by our hypothesis the word "survival" has already lost almost all its meaning. And what little meaning remains vanishes when one comes to what is called internal radiation from substances in the fallout.

One of these substances is strontium-90, a radioactive product of nuclear fission that causes bone cancer if it is absorbed in sufficient quantity by the human skeleton. At the moment, by official American acknowledgment, strontium-90 equivalent to 30 megatons of nuclear fission energy has been shot into the stratosphere as a result of test explosions. From the total quantity sent aloft so far, some three to 10 units of strontium-90 will be deposited in human bones—particularly children's bones—over large areas of the earth.

### Absurdity of 'war of survival'

**T**HESE amounts probably are not hazardous to health. But they afford a standard of measurement. The 10 units are 1/10th of the maximum concentration considered acceptable for the general population, with its large numbers of children, by the National Committee on Radiation Protection and Measurement and also by the International Commission on Radiological Protection.

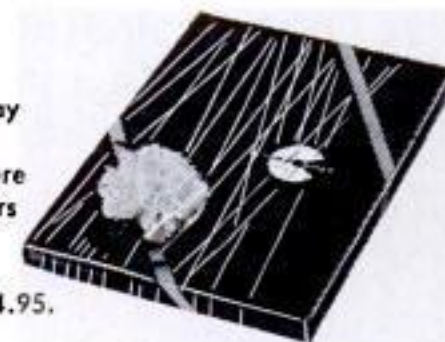
How many megatons would be exploded in a full-scale nuclear "war of survival"? Let us say that ground bursts releasing 3,500 megatons of fission energy would sufficiently fill out the concept of "destruction" that would be the shared aim of both belligerents. The consequence for the inhabitants of the belligerent countries would be a strontium level in human bones of the order of 50 times the maximum considered acceptable. Moreover, some of this lethal substance would settle slowly and relatively evenly



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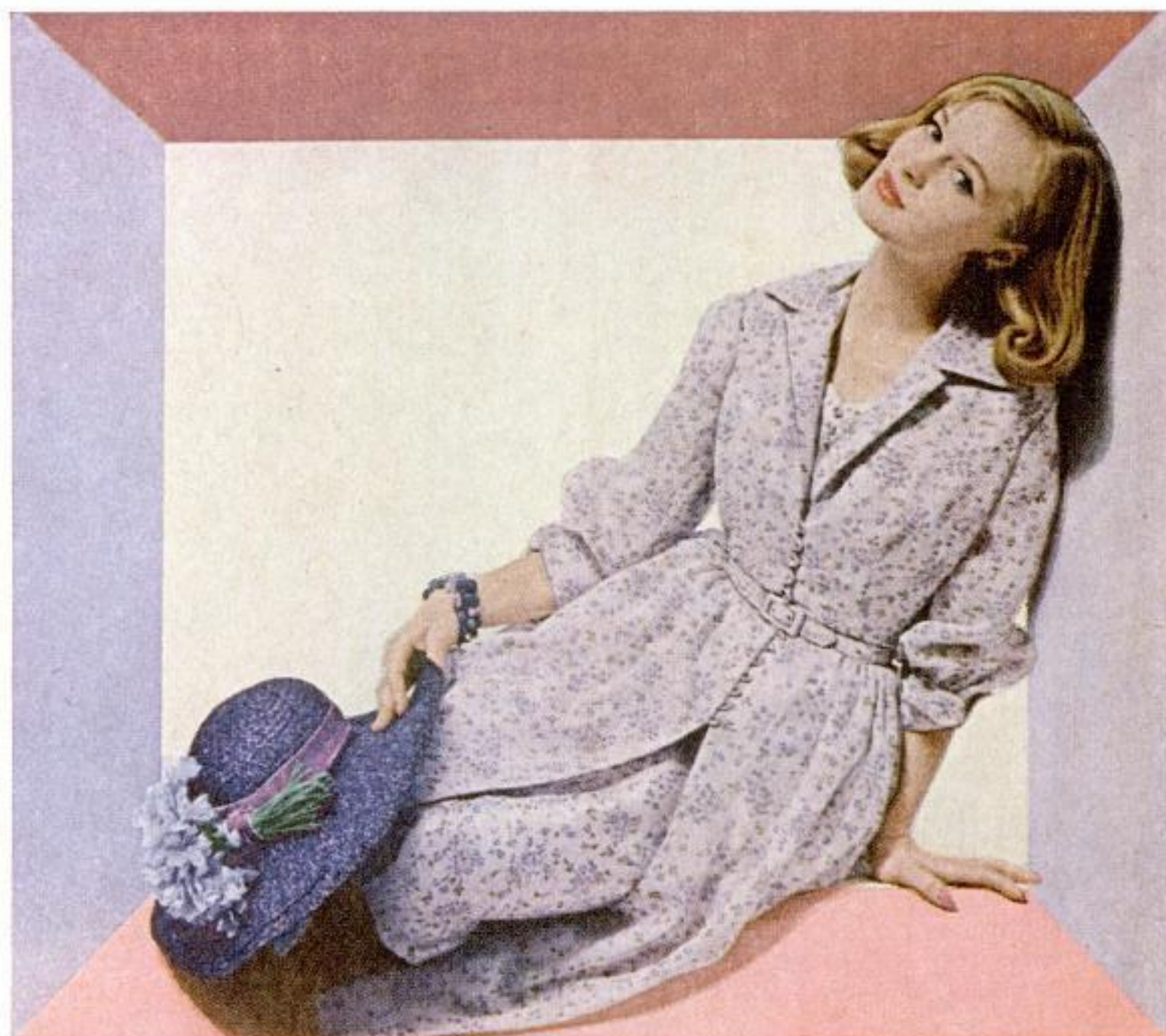


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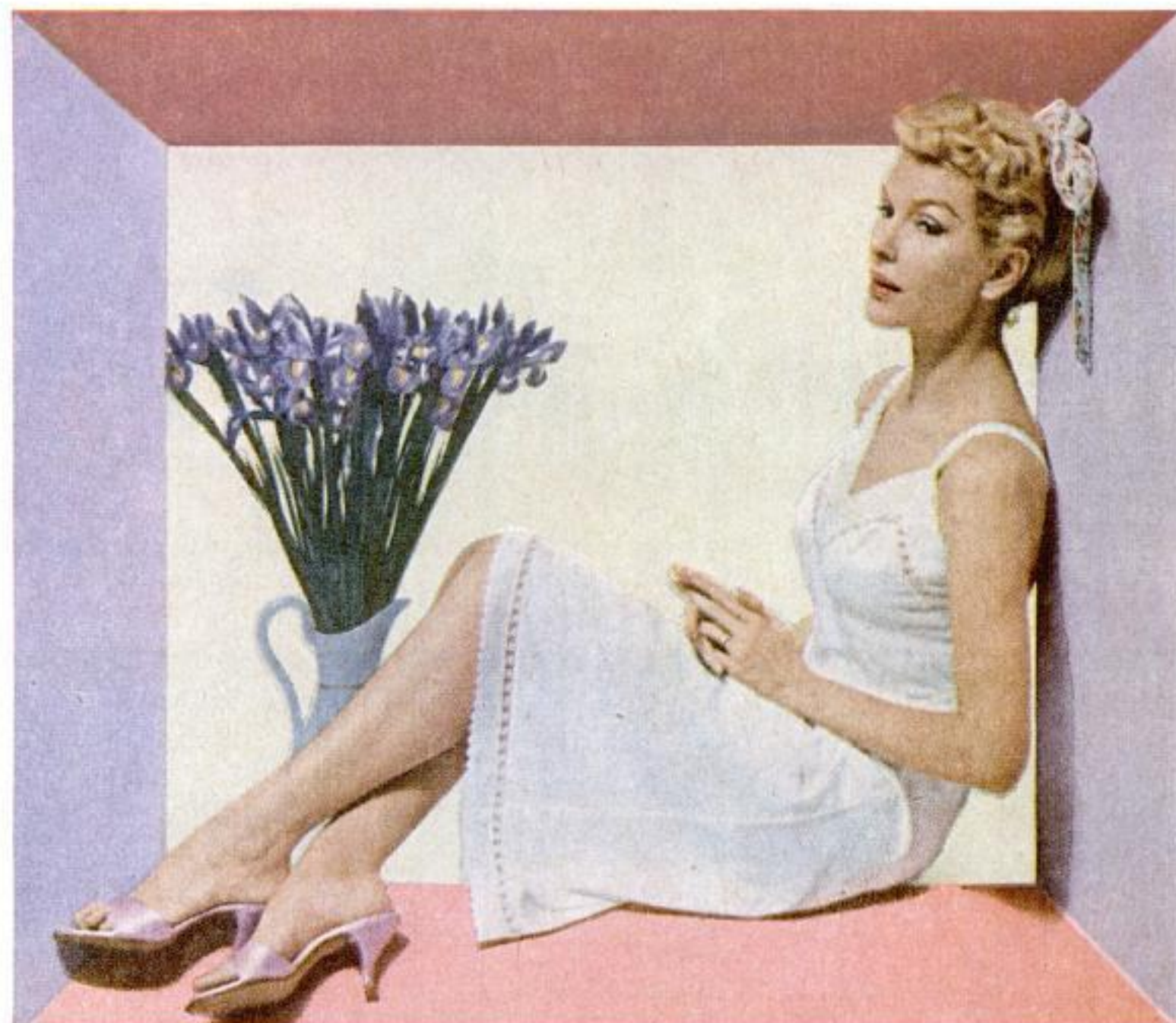
GIVE MOM A VACATION from ironing: Pilot's blouse of Datrique Deluxe, a Dacron\* and nylon tricot. White, pink, blue, beige, black. Sizes 32-38, under \$7; 40-44, under \$8.



TOSS MOM A BOUQUET, Puritan's Spring ensemble: Burlington polished cotton sheath, Willo Chiffon cotton redingote. Lilac, blue, navy. Sizes 12-20, 14½-22½. \$17.98.



MOM ALWAYS NEEDS NYLONS . . . and the giving is easy when you choose Bur-Mil Cameo custom-fit seamless stretch. Sizes A, B, and C—a size to suit every Mother. In Spring shades: sunny beige Rachel and deep beige Mauresque. Priced at \$1.65 a pair.



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Burlington has a gift for remembering her on her day, May 12th

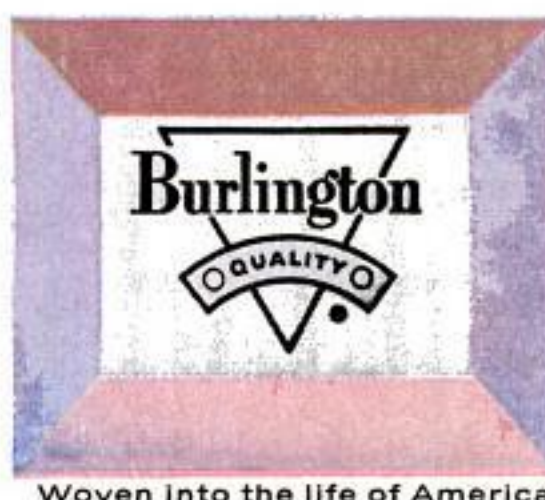
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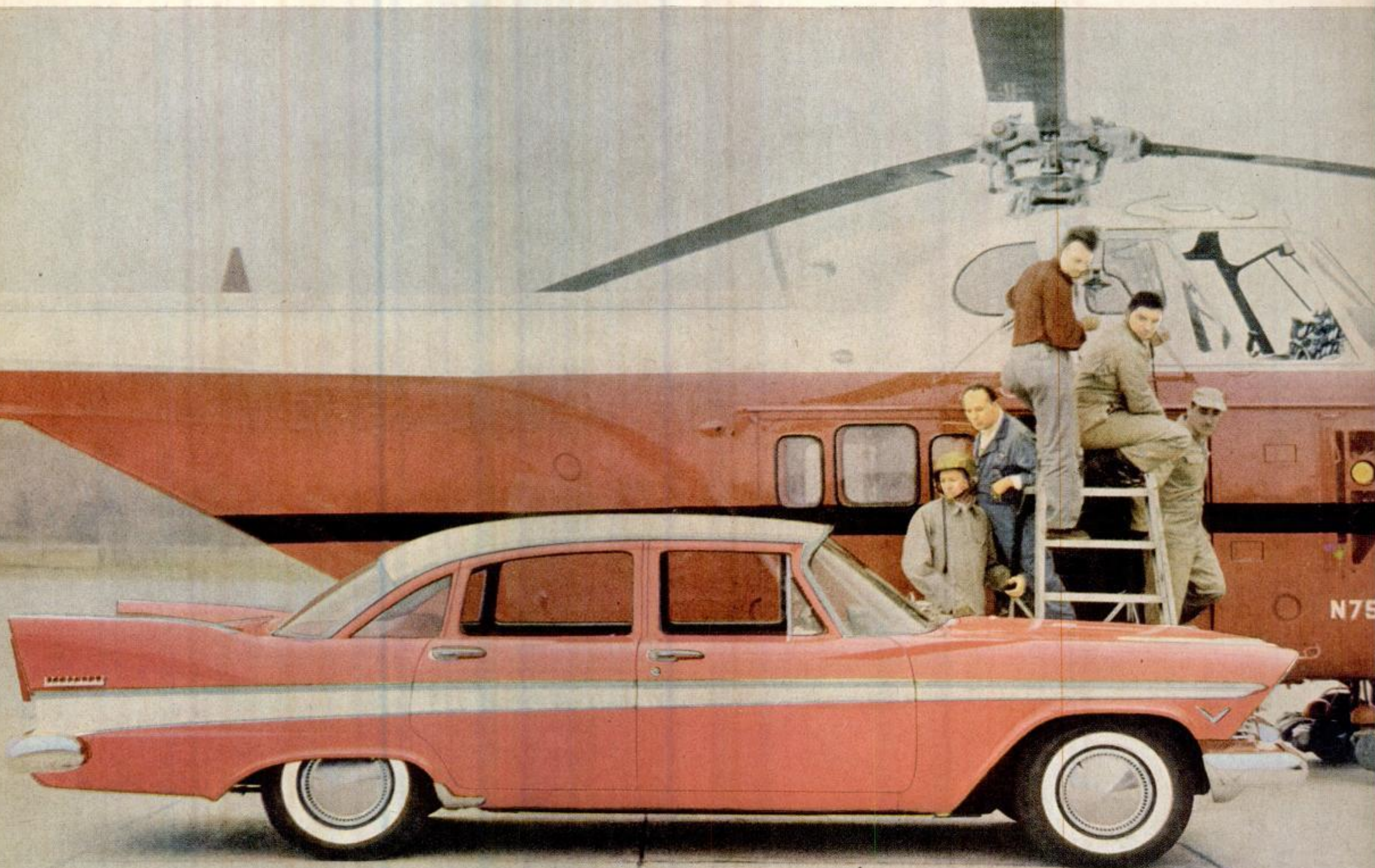
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North, South, East, West—the news rolls in —

# THE SWITCH IS ON TO



**UP NORTH**, people say they're switching to Chrysler Corporation cars because of wonderfully fresh, new styling . . . because of outstanding engineering . . . because in

no other cars (as a showroom visit will quickly prove) can you get so *much* that's so *new* as in this PLYMOUTH BELVEDERE 4-door sedan . . . 3 years ahead of its field.



**IN THE SOUTH AND SOUTHWEST** our dealers say people take to the styling that's *truly* new—distinctively different. They like the trimmed-down height—the

slimmed-out length—the clean, lean lines. This is a CHRYSLER NEW YORKER 2-door hardtop. (There's also a new Windsor series right in the medium-price field!)

Here's the styling that has the magic. Here's the engineering that has the edge. Here are the cars that turn heads as *no* cars did before!

From one end of the country to the other, people everywhere are telling us: "We're switching . . . to the cars of Chrysler Corporation."

People like the luxury of length and lowness—and the roominess inside. They like Pushbutton driving . . . and Torsion-Aire suspension that does away with coil springs to give you the *smoothest* going in history. Plus *exclusive* full-time power steering. It all adds up to handling that's so

precise—so agile and easy—it's as if the car were reading your thoughts.

Yet that's just a sample of the year's big news. So stop *wishing* and start *driving*. One of our nearby dealers will show you the *newest new cars in 20 years* . . . offering more value than ever before.

**PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL**

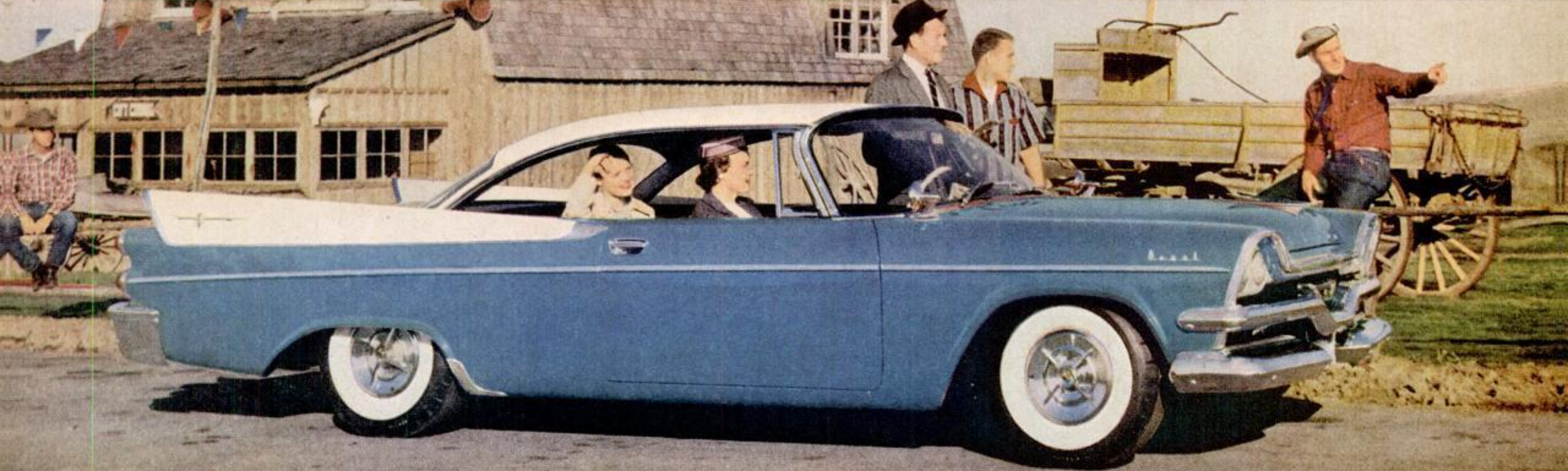


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**EASTERNERS SAY THEY'RE SOLD!** One reason is the quick reflex, the unmatched smoothness and surge of new Pushbutton TorqueFlite transmisson. It's avail-

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**WESTERN ROADS** get pretty rugged, but Torsion-Aire suspension irons them out smooth. It keeps the car flat around curves, lets you stop without front-end "dive". It's

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**NORTH, SOUTH, EAST, WEST** — *everywhere*, people say they love these cars. Above is a magnificent reason why. It's an IMPERIAL CROWN convertible. Overnight

the Imperial has become the fine-car style leader . . . making an unforgettable impres-sion on motorists for purity of styling and overall *excellence* of design.

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Here's an old-fashioned favorite—brought up to date by CRYOVAC! Now you can enjoy hearty corned-beef flavor as never before—because of a special new vacuum package. Only CRYOVAC *locks in* flavorful juices and nutrition at the moment of perfection—*keeps* them there until you break the seal!

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Look for the CRYOVAC seal of flavor protection on corned beef and other fine foods—frozen turkey and other poultry, frozen, smoked and processed meats, and cheese—at your favorite store.





over the remainder of the earth. It would find its way from the soil into human bones, producing strontium concentrations that would be between two and six times the maximum considered acceptable for the general population. A whole generation, embracing tens of millions of people, in Russia, in the United States, in all the countries of the world, would be affected.

The figures I have used might have to be altered somewhat with the progress of scientific work. Some variation in the figures does not greatly matter. What matters is that some figures have to be put into the concept, "war of survival," in order to test its realism. And when a set of not unreasonable figures is used, the concept blows apart into patent absurdity.

The inherent absurdity of a multimegaton war sets limits to the military usefulness of immense thermonuclear weapons. In consequence, limits are also set to the validity of the strategy based on these weapons. Deterrence-retaliation may, if you wish, be called a strategy of survival—but only as long as the deterrence works, as long as it sustains the nuclear stalemate.

We must therefore have an arsenal of multimegaton weapons sufficiently large to give the strategy built upon them its own limited kind of validity. But this arsenal need only be a limited one. There is a limit, set by the absurdity of a "war of survival," beyond which these "absolute" weapons become absolutely useless.

The military value of the giant H-bomb is also limited from another point of view. It is not a fit means of retaliation against limited military aggressions supported by conventional or small nuclear arms. Instead of repressing a limited and localized aggression its use would tend to provoke the expansion of hostilities in the direction of that fearsome absurdity, the "war of survival." But these limits, set to its retaliatory value, likewise affect its deterrent value. The strategy of deterrence-retaliation, as given military substance only by multimegaton bombs, is no adequate guarantee of the security of the free world against some military version of Communist "salami tactics."

We come now to a more manageable military problem. There are issues, short of the impossible issue of survival, which may have to be settled by arms. Broadly, they are issues of justice, the classical issues of war. They are always limited issues. And limited war is the legal institution available as a last resort for their settlement. In its political and moral meaning war is man's ultimately resolute declaration of his fixed and firm purpose—that he will have peace indeed but only with justice. What then of our preparedness to wage war, in civilized fashion, for limited aims, by limited means?

## A gauge of Soviet intentions

SOME people seem to grow nervous when the question is raised in this form, under reference to justice, reason and the values of the civilized tradition. The trouble is, they say, that the free world faces an immoral enemy. Recently, for instance, Mr. Donald A. Quarles, now Deputy Secretary of Defense, gave warning that "... it would be unwise in planning for the security of our country to rely on the morality or even the rationality of potential enemies. We must still have security even if others resort to immoral and irrational acts. These have always been truisms but the stark facts of this air atomic age give them vastly greater force."

This distorts the whole military and moral question. Obviously it would be absurd to place any reliance on Soviet morality. But the problem is not whether we should rely on Soviet moral cynicism but whether we can diagnose Soviet military intentions. From the fact that the Soviet Union is immoral does it follow that a massive air-nuclear attack upon the U.S. is likely? And how likely is it? And what would "security" mean, if the irrational event were to occur? In terms of the stark facts of the air-atomic age—especially the facts about radioactive fallout—would "security" be achieved by proportionately massive megaton retaliation against the Soviet Union? These are the things we would like to know.

More pertinently, an appeal to the truism that the enemy is immoral will not justify an idolatrous worship of air-nuclear-retaliatory power based on greater numbers of megaton bombs. Similarly, a "war in outer space," waged by nuclear missiles, may be a technological possibility. Is it therefore a military likelihood? And is it more likely than a war on the Turkish border? We cannot aim to be secure against every possible contingency, but only against the more likely contingencies. The problem is to make a realistic calculation of what the immoral enemy is likely to do, and then to have on hand the measure and kind of force that will be militarily necessary or useful in stopping him from doing it. This

CONTINUED



## "Let's call and tell them what a good time we had!"

When you get back home from a visit with friends, it's nice to say "Thank you" by telephone.

They'll be glad to know, too, that you got home safely.

And in between visits, the easy, pleasant way to keep in touch is by telephone. Why not try it tonight?

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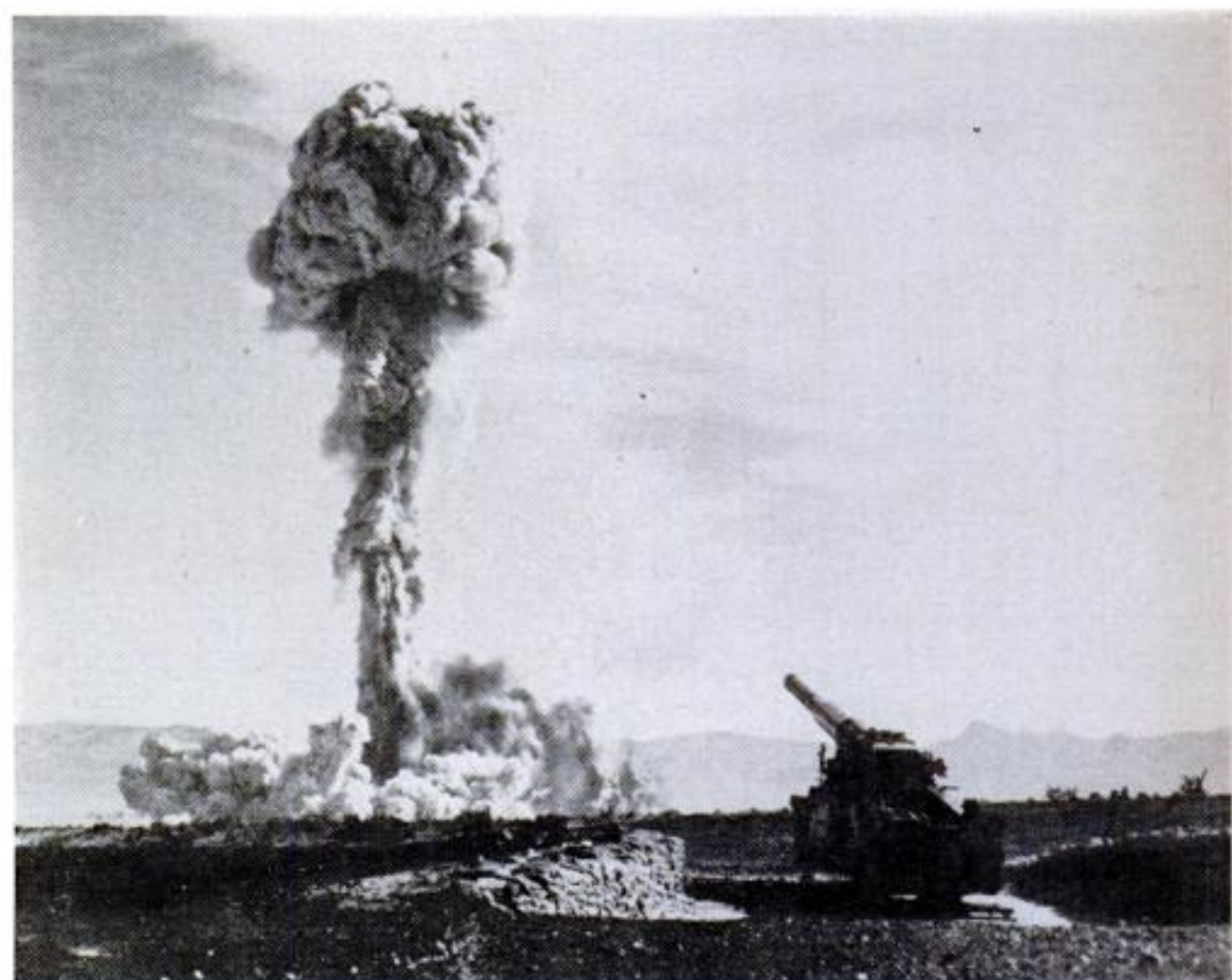
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ATOMIC CANNON, shown in Nevada test, is with U.S. troops in Germany and Okinawa. It may soon be outmoded by newer, more mobile weapons.

## NUCLEAR ARMS PLAN CONTINUED

is our military duty; it is likewise our moral duty. Between the two duties there is no divorce.

To assist in performing both duties we have the stark facts of the air-atomic age. We also have the fact that Soviet military policy has a Communist premise, and that Soviet leaders are capable of primitive logic. The premise was stated by Mr. Khrushchev when, speaking with all the seriousness of the Marxist-Leninist faith in the dialectic of history (a faith not born of alcohol nor blurred by it), he said, "We will bury you." I presume that he has no wish to spoil his own pleasure on the occasion by finding himself in the same grave. It is a fair conclusion that he does not intend to dig the grave with several thousand megatons of fission energy.

Do not Soviet scientists know as much as we do about radioactive hazards? Are not Soviet strategists using the criterion of contamination levels in order to test the validity of their strategies of nuclear attack, and also to test the realism of American threats of retaliation? If there are any doubts about affirmative answers to these questions, it would be greatly in our national interest to clear them up as soon as possible.

There is therefore a tenet of Communist ideology on which we can rely. The Communist revolution clearly wishes to put an end to the history of imperialist-reactionary-bourgeois capitalism. But it does not wish to put an end to all history—and therefore to the Communist revolution itself. If the Communist believes that the future belongs to him, can he wish to cancel it out? Unless indeed he be not only immoral but altogether mad. And in that case, how do you deter a madman, intent on chaos, by threatening him with the chaos that he wants?

The Communist norm of morality—the success of the revolution—is not civilized. But it affords us a realistic, and safe enough, premise of military policy. From it I would conclude that Communist invasions of the order of right and justice will be limited. The exchange of an unlimited megatonnage of fission energy occupies no visible place in the Communist strategy of world domination. A classless society of bone-cancer patients would hardly satisfy the dreams of Marxist messianism.

## Small nuclear weapons needed

OUR central problem therefore is to deter limited aggressions and to retaliate by effective but limited force, if deterrence fails. The question is, what have we got in the way of small nuclear weapons to fulfill this limited military mission of deterrence and retaliation?

There is little public information on this subject. Perhaps, consequently, there is a considerable amount of public misapprehension. The extent to which our rigid security regulations have had the happy result of slowing down Soviet nuclear developments (which in any case they cannot stop) is a matter of conjecture. On the other hand it could be argued that they have had the unhappy result of rendering our nuclear armament program unmanageable by informed and responsible public opinion. Moreover,

CONTINUED





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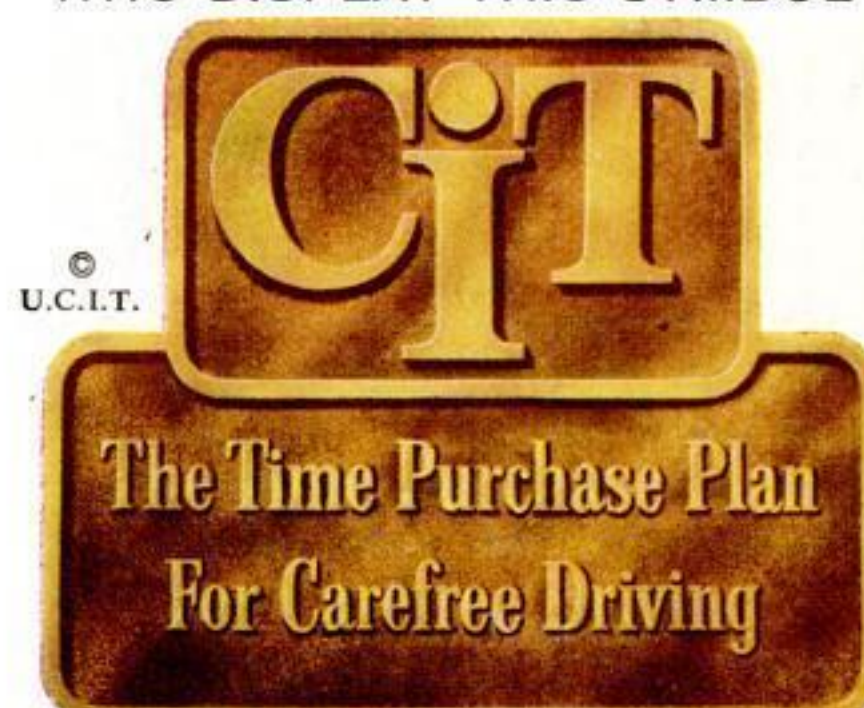
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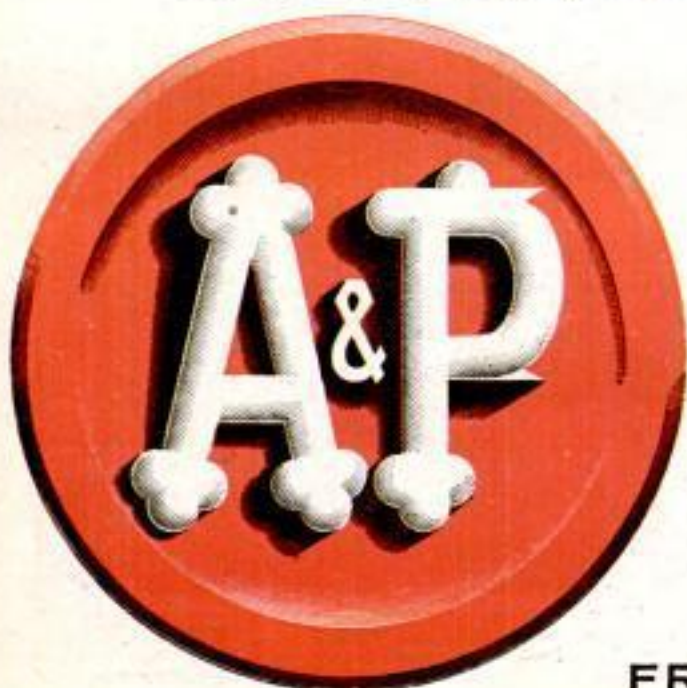
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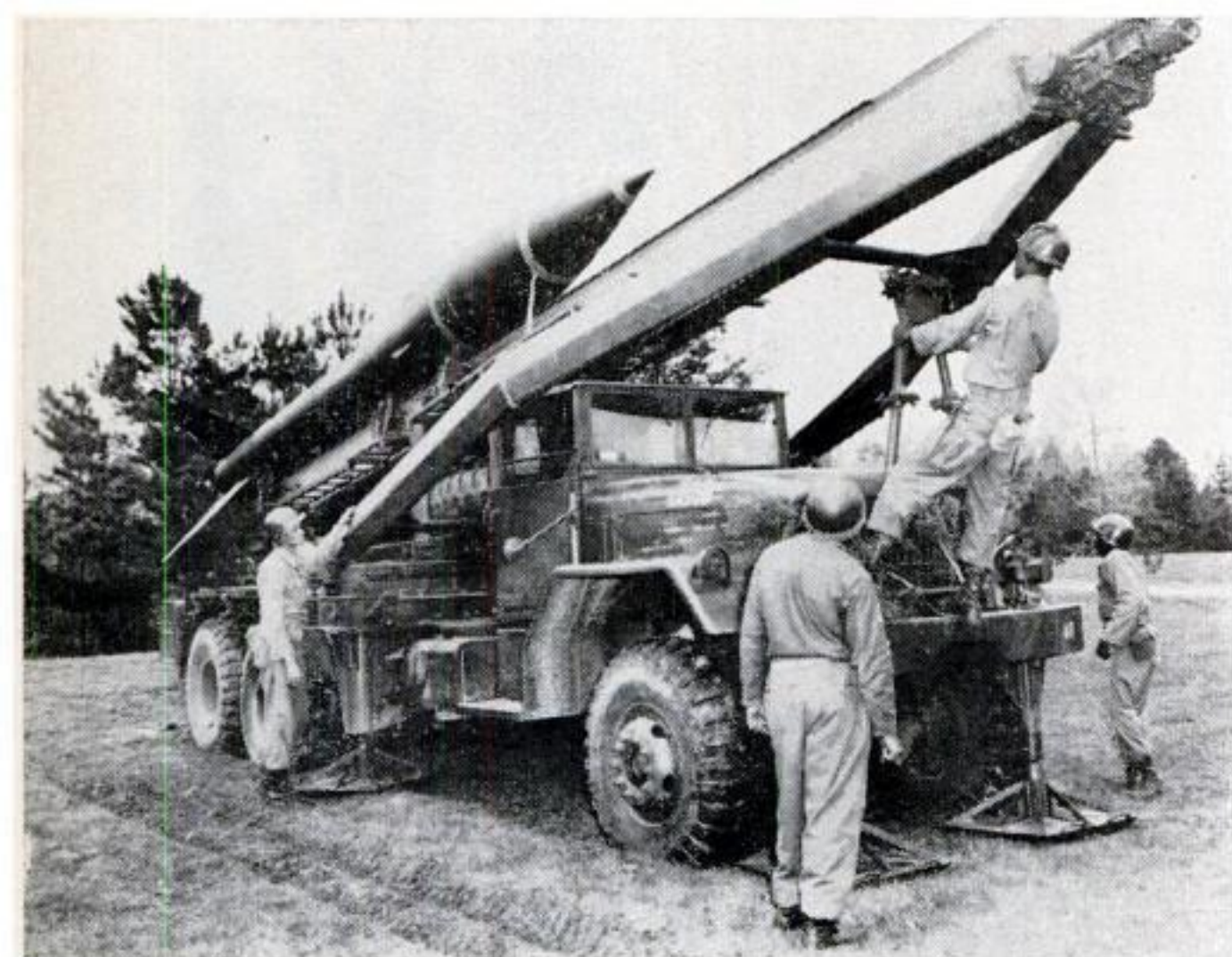


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"HONEST JOHN" rocket can carry nuclear warhead 15 miles. Shown here during last month's war games in Louisiana, it is in full use by U.S. troops.

## NUCLEAR ARMS PLAN CONTINUED

their enforcement at times goes to extremes even within high government circles. For instance, some months ago, I wished to convey certain factual information about the present and future composition of our nuclear stockpile to certain members of the National Security Council. But it was ruled that they had no "need to know" the facts I wished to present.

However, some general information is on record in the press. On Feb. 5, 1957, Senators Symington, Kefauver and Flanders met as a task force of the Senate Armed Services Committee in public session. Frank H. Higgins, an Assistant Secretary of the Army, and Lieut. General Carter B. Magruder, Deputy Chief of Staff for Logistics, appeared before them.

As reported by Joseph L. Myler in the *Washington Daily News*, Mr. Higgins said that the job of equipping the Army with small atomic weapons is "progressing very nicely." But he added that it is "largely a development program still." General Magruder is quoted as agreeing that it will be "three to five years" before the Army has enough tactical atomic weapons to reduce the use of conventional ammunition in war by as much as 25%.

The nuclear weapons spectrum in its full sweep is the support of the "four basic military missions" of the American Armed Forces, defined by President Eisenhower in his budget message of January 1957. Only one of these missions, the first, necessarily calls for a stockpile of multimegaton weapons. This mission is "to maintain ready nuclear-air-retaliatory forces so strong that they will deter a potential aggressor from initiating an attack." The other three missions, for their highest efficiency, rest heavily on a vast arsenal of nuclear weapons in the smaller range. The "tens of thousands" of small weapons which I recommended as necessary or desirable (on April 12, 1956, in testimony before the Subcommittee on Control and Reduction of Armaments of the Senate Foreign Relations Committee) would not exceed the requirements of these three missions—the defense of the continental United States, the waging of ground war by the Army and the control of the seas.

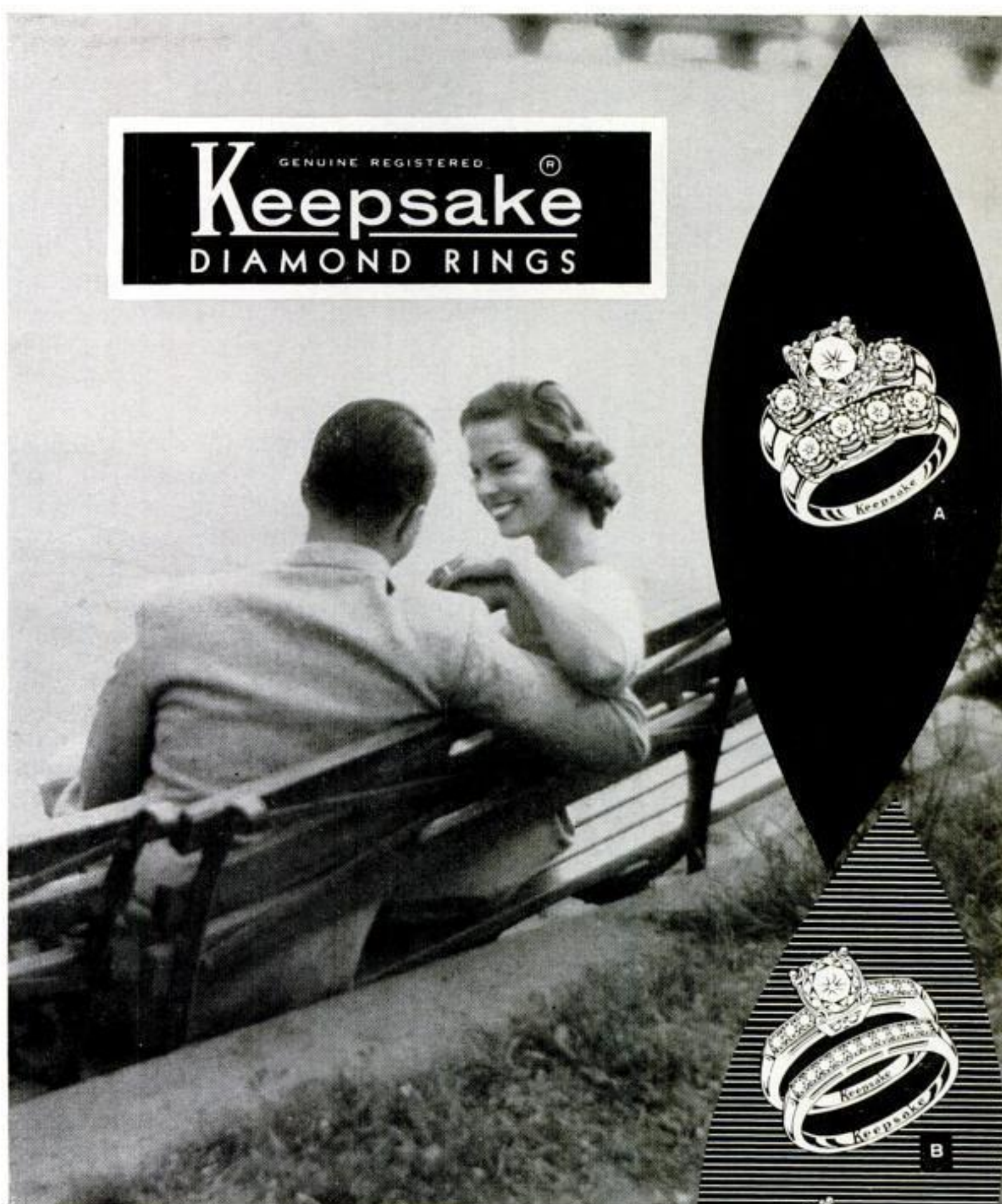
The Armed Forces cannot fulfill these three military missions with a "development program." The immediate need therefore is to move the small-weapons program out of the development phase into the phase of large-scale production.

### High cost of small weapons

**T**HIS will be somewhat costly. The major requirement would be more fissionable materials. This in turn would require an expansion of our present industrial facilities. The size of the new investment in plants would depend upon the extent to which the output of our existent plants is directed away from large weapons into the needed small-weapons program. In any case, the money spent would be well spent, if its amount were measured against the demands of military security, and also against the amount now being spent on other defense programs.

If the small-weapons program is to be moved into the large-scale production phase, the first thing needed is some important change

CONTINUED



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## NUCLEAR ARMS PLAN CONTINUED

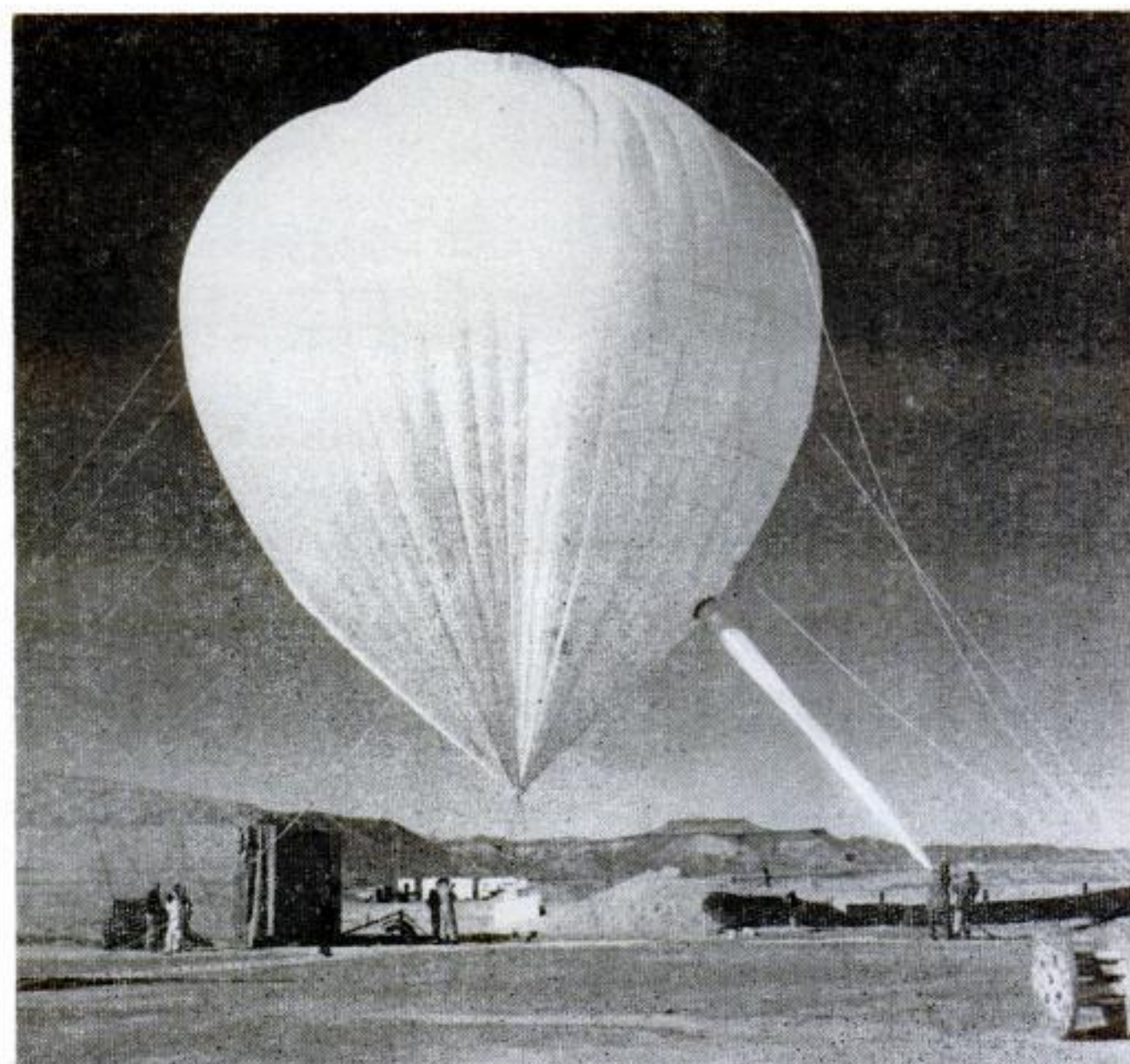
in the sequence and order of our interrelated policies. At present the order is inverted. Military policy has allowed itself to be too greatly determined by technology. And the factor of costs, in alliance with technological factors, has unduly determined the emphasis in the weapons program. But this is to turn the structure of policy upside down.

I do not underestimate the value of technology or the importance of costs. But I do not think that these things should come first in the order of value and importance. Military policy should come first. At present it requires an extensive production program of small weapons. Budgetary policy should be subordinated to effective execution of this military policy. And technology should be the servant and not the master in the military house. The structure of policy should be turned right side up.

The whole foregoing argument about weapons policies has been cast in pragmatic terms. I have been concerned to uncover policies that will work best for America's security and that of the free world. The problem is a practical one; but it does not therefore cease to be a moral problem. Morality is anchored in reality. Often before this I have argued for the governance of our weapons program by a moral norm ("what is right, in terms of the civilized tradition of just warfare"). But the premise of this moral argument has always been a prior practical argument—that the program should be governed by military values ("what is necessary or useful, in terms of the likely contingencies of actual warfare," within the supposition of responsible military theory—that "military usefulness" is not to be defined in terms of sheer slaughter, destruction and terror).

The military duty of the U.S. is success, in the face of international Communism. But the moral duty of the U.S. is always justice, in the sight of God. There need be no conflict between these two duties. One cannot, of course, say that whatever is just will be successful. But one can say that whatever is not just will somehow fail to succeed. In the matter of nuclear war the validity of the latter assertion is easily tested. The civilized tradition has always declared that an unlimited and indiscriminate use of force in warfare is unjust. The facts of the nuclear age now declare that such a use of force would be unsuccessful. The "success" it would achieve, the sheer destruction it would wreak, would be at best useless to the belligerent and at worst disastrous to humanity.

It is within the factual circumstances of the nuclear age, where-in justice is the duty as well as success, that I make my proposals for a program of "rational nuclear armament." Will this program fulfill God's purpose for the world, to which America has pledged itself—in reverent participation—the building of peace with justice in a world where moral law prevails? That, I believe, is not the question. To the extent that it is Christian this nation knows that it is not required to fulfill God's purposes on this earth. It is only required to be faithful to them.



**TEST BALLOON** may be used in this year's Nevada firings of "low-yield" weapons. Weapons will be detonated at altitudes up to 2,000 feet to avoid drawing up radioactive ground material and thereby reduce fallout danger.



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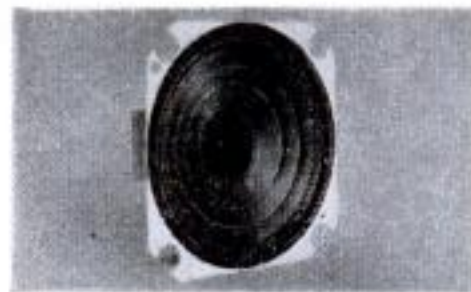
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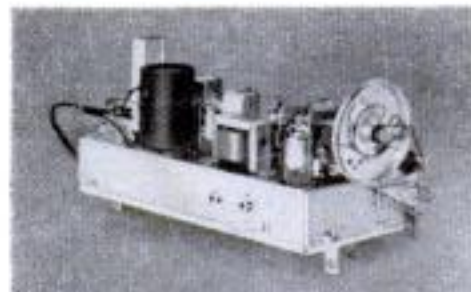
**ACCURATE TUNING**—You get truly precise tuning over a wide range of stations. The station you want comes in easily—clearly.



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A—The Hardy. Pink with charcoal; sandalwood with terra cotta; 2-tone green. (8BX5) \$29.95. B—The Trouper. "Wavefinder." 2-tone gray; white with turquoise; 2-tone blue. (8BX6) \$34.95. C—The Gentry. Precision tuner. "Wavefinder." Aqua, pink, gray. (8BX7) \$39.95. D—The New "Globe Trotter." Extra power. "Wavefinder." Horizon gray or aqua. (7BX8) \$49.95.

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You're carrying a new RCA Victor portable—and somehow even a stroll seems like you're going places. Other people sense it, too—the dash, the youthful look and *feel*!

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**BETTER FOR YOU** any time you're thirsty! After work or play—at any time of day—fresh-frozen orange juice picks you up the healthy way! It gives you quick energy just loaded with extra Vitamin C!

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OVERSEEING REHEARSALS of program for the ball, the general chairman, Mrs. Gaynor, talks over plans with French Movie Star Gérard Philipe (left).



TAKING CARE OF GUESTS at cocktails, Mrs. Gaynor asks Duke of Windsor if he and the duchess are ready for dinner. They were guests at her table.

# Grand Ball with a Historic Air

## SOCIETY SERVES CHARITY AND FRENCH-AMERICAN RELATIONS IN NEW YORK

The April in Paris Ball, always one of the largest charity events of the New York social season, took on added glamor and significance this year. It served as an extravagant prelude to America's bicentennial celebration next September of the birth of the Marquis de Lafayette, historic symbol of Franco-American friendship. And it attracted to The Waldorf-Astoria Hotel about 1,300 members of American and European society, who paid \$100 each and donated \$130,000 to French and U.S. charities.

Mrs. William C. T. Gaynor, wife of a New York surgeon who has been

general chairman of the ball for four years, put in at least three months of work to make certain that those who attended had an evening of fancy fun. Guests danced and dined with celebrities from the entertainment world, received gifts from France, saw a display of dresses especially designed for the event by French couturiers and watched a spectacle that seemed to have been lifted from a movie extravaganza. It featured the faithful re-enactment of the reception given Lafayette on his New York visit of 1824, complete with old-style carriage drawn by two horses.

CROSSING BALLROOM FRAMED BY MILITARY STANDARDS, REPLICA OF LAFAYETTE COACH CARRIES FRENCH FILM STARS JEAN MARAIS, FRANCOISE ARNOUL







**GREETING A SENATOR**, John Kennedy, Mrs. Gaynor makes rounds before dinner. In foreground is Mrs. George Baker, widow of the banker. In rear are Mrs. Kennedy (*center*) and Mrs. Winston Guest.



**BANKER AND PATRONESS**, Jean Lambert and Mrs. William Woodward of New York, shared table.



**CHECKING ON DETAILS** at the reception, Mrs. Gaynor settles problem with Mrs. Earl E. T. Smith.

**AMBASSADOR AND ACTRESS**, Winthrop Aldrich, ex-envoy to Britain, sits with Marilyn Monroe.







because *you* are the very air he breathes...

He's yours, and you *know* it. It's love, and you *show* it. What fabulous fun, being female, at a time like this! Don't let anything mar this moment.

Double check your charm every day with VETO... the deodorant that drives away odor... dries away perspiration worries. (Remember, if you're nice-to-be-next-to... next to *nothing* is impossible!)

VETO is for you in more ways than one



Cream



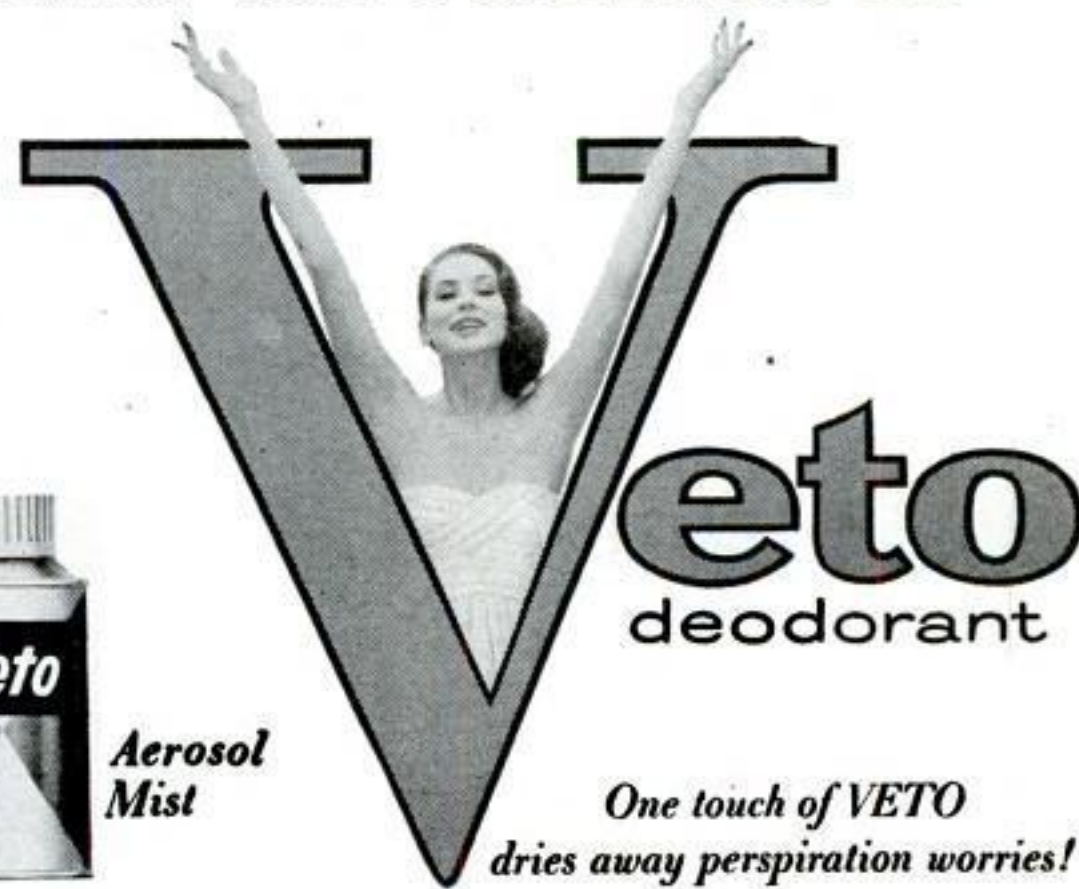
Spray



Stick



Aerosol  
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One touch of VETO  
dries away perspiration worries!




## LIBERTIES WITH A LADY

The French helicopter *Alouette II*, a gas turbine craft, made its mark in Europe by setting a world altitude record for copters (26,932 feet), and taking part in the dramatic rescue from Mont Blanc (LIFE, Jan. 14). Brought over to the U.S. by Republic Aviation, it promptly paid a call on a famous French statue in New York Harbor. Buzzing around, it flew up close to the statue, hovering like a whirly-winged moth over the flame in Liberty's hand.





A black and white photograph of two men sitting at a bar. The man on the left is wearing a dark suit and tie, gesturing with his hands while talking. The man on the right is wearing a light-colored sweater over a collared shirt, holding a glass of whisky. On the bar counter, there are two glasses of whisky, a bottle of Early Times, and a book. The background is a brick wall.

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**UNBEATABLE.** Nothing can touch a Lucky for taste, because a Lucky is nothing but fine tobacco . . . light, naturally good-tasting tobacco that's **TOASTED** to taste even better. This is the cigarette to have along all season. At home or away, it's the best-tasting cigarette you ever smoked!



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it's light-up time!*



## ***Luckies taste better***

**"IT'S TOASTED" TO TASTE BETTER...CLEANER, FRESHER, SMOOTHER!**

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